

**City of Tempe
Transit Survey Report
July 1998**

**Prepared For:
Riester~Robb**

Table of Contents

<u>Section:</u>	<u>Page #:</u>
Executive Summary	ii
I. Introduction	1
A. Background	1
B. Demographics	1
II. Perceptions of Public Transit	3
A. Top of Mind Images	3
B. Who Benefits from Public Transit Services	4
C. Perceptions of Riding the Bus	5
1. Riders	5
2. Non Riders	6
D. Comparison of Transit Services to Other Cities	7
III. Use of Tempe's Transit System	8
A. Use of Public Transit	8
B. Effectiveness of Persuasive Arguments	9
C. Awareness of Bus Services	11
D. Circumstances for Taking the Bus	12
E. Effects on Daily Routine	13
F. Finding Information	14
G. Advice for Potential Riders	15
IV. Rider Opinions	16
A. Length of use of Transit System	16
B. Reasons Ride the Bus	16
C. Travel Patterns	17
D. Bus Activities	18
E. Alternate Modes of Travel	19
F. Finding Information about Bus Service	20
V. Miscellaneous Issues	21
A. Advertising New Transit Services	21
B. Opinion of Air Pollution Problem	22
C. Participation in 1996 Election	23
D. Bicycle Usage	24

Executive Summary

Riester-Robb and the City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit, both among riders and non-riders. The survey was completed with 401 Tempe residents. The margin of error for this sample size is approximately $\pm 4.9\%$ at a 95% confidence level.

Opinions of Public Transit

- When people think of the term “public transit” they are highly likely to have thoughts of buses and the local bus system, rather than other alternate modes of transportation.
- Most Tempe residents indicated that the transit system only benefits certain factions of people, such as those without cars (31%), students (15%), or low-income residents (14%). Only two in five Tempe residents feel that the public transit services in Tempe benefit everyone (43%).
- More than half of the bus riders surveyed in this study feel that the bus service is not frequent enough (58%) and that riding the bus takes too long (52%).
- Tempe residents who do not ride the bus simply prefer to drive their own car (80% agree). Many also have the perception that riding the bus takes too long (59%), that service is not frequent enough (54%), and that they need their car for business (52%).
- Twelve percent of the respondents (12%) feel that Tempe’s public transit system is better than transit systems in other cities in the country. But 40% feel that it is worse than comparable systems.

Use of the Transit System

- Approximately one in five of Tempe residents report that they have used the Tempe transit system within the past year (22%).
- The benefits of reduced traffic congestion (79% very + somewhat effective) and saving wear and tear on the car (77% very + somewhat effective) seem to be the most persuasive arguments to get people to use the bus instead of commuting by car. Lowering air pollution was also high (76% felt effective).
- Tempe residents who do not ride the bus feel that bus services are limited in their ability to get riders to a variety of places, such as work and recreational activities.
- Twenty-five percent of the respondents (25%) indicate that if the bus system was improved overall, they would consider riding more often. Other circumstances that may induce people to ride include a car breakdown and no car.

- Approximately seven in ten Tempe residents (70%) say that taking the bus would affect their daily routine. One in four (27%) of those who feel their routine would change say that they would need more time for travel.
- Residents express that they would be most likely to call Valley Metro (38%) if they were in need of finding information about the transit system.

Opinions of Riders

- Approximately two-thirds of the current riders living in Tempe have been using the transit system for over a year (65%).
- The three main destinations that Tempe bus riders travel to include work (26%), ASU (25%), and shopping (24%).
- More than half of the bus riders surveyed say they only look out the window while riding the bus (53%). About one-third say that they read either a book (24%) or a newspaper or magazine (14%).
- If there were no transit services in Tempe, riders would make the needed trips by using other modes of transportation. Thirty-eight percent (38%) indicate that they would drive themselves, while 29% report that they would get a ride.
- One-fourth (26%) of current riders report that as new riders they obtained information about the transit system by calling Valley Metro.

Additional Issues

- About a third of the respondents (32%) said that the City should use television to inform the public of new services. Additionally, approximately one-fourth say that residents could be informed of the new service through newspaper (26%) or mail (24%).
- Seven in ten Tempe residents feel that air pollution in the Valley is a big problem (71%).
- Overall, 46% of the Tempe residents indicate that they voted in the 1996 election that included the transit tax proposition. Only 36% of riders said that they voted in that election.
- Over half of these Tempe residents have access to a bicycle (60%), and approximately half of the residents ride it at least three to five times a week (48%). Exercising is the main use that residents have for their bikes (56%).

Conclusions

1. The recent improvements to transit services in Tempe appear to have positively impacted ridership. There are significantly more residents using the bus in Tempe than in the County in general. There is evidence of a lot of “dabbling” with riding the bus. Apparently residents are trying out the expanded service to see if it works for them. The key, however, is to convert those who are trying out the service to regular riders.
2. However, there still are negative perceptions among non-riders that need to be overcome. The majority of residents do not believe that everyone benefits from having public transit available. Despite recent improvements, non-riders also still do not believe the bus can get them where they need to go without a significant disruption to their schedule.
3. Frequency of service and speed of service are big issues among riders and non-riders. These are the primary complaints of riders and the strongest perceptions of non-riders. Although recent improvements have helped, it is apparent that riders continue to see a need for improving the services in Tempe.
4. Reducing traffic congestion and wear on tear on vehicles along with improving air quality are the strongest messages to use in persuading residents to use public transit. However, it is clear that these arguments will not work until more improvements to the service take place and residents are convinced the system will work for them.

I. Introduction

A. Background

Riester-Robb and the City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit, both among riders and non-riders. This report analyzes the data collected by the survey and, where appropriate, compares responses of the residents by meaningful demographic variables.

Random calls of Tempe residents were made from WestGroup's Interviewing Center in Phoenix, Arizona in the month of July, 1998. Households were selected by means of random digit dialing according to Tempe zip codes. WestGroup employs its own, exclusive software for the generation of random telephone numbers. The methodology effectively includes all residential telephone numbers regardless of listing. Newcomer households and as many as 50% of some subgroups are not listed in published directories. The importance of the RDD methodology is in its ability to provide a true random sample of the population.

The survey was completed with 401 Tempe residents. The margin of error for this sample size is approximately $\pm 4.9\%$ at a 95% confidence level. Cross tabulations of the data collected in this survey are included under separate cover.

B. Demographics

A demographic review of the survey respondents shows that an equal proportion of males and females are represented. Approximately half (50%) of the residents are married. The average age was 44.7 and the average household income reported was \$48,600. Education levels of the respondents are somewhat higher than average; 81% say that they have had at least some college education. However, this is likely due to the location and influence of Arizona State University. The table on the following page gives a more detailed summary of these characteristics.

Table A: Demographics

	Percent Responding
Gender	
Male	50%
Female	50%
Years Lived in Tempe	
<1 year	8%
1 – 2 years	12%
3 – 5 years	20%
6 – 10 years	17%
11 – 20 years	16%
20+ years	26%
Age	
18 – 34	33%
35 – 49	32%
50+	35%
Average	44.7
Education	
Some high school	4%
High school graduate	13%
Some college	36%
College graduate	27%
Post graduate	18%
No answer	2%
Income	
<\$20,000	12%
\$20 - \$40,000	29%
\$40 - \$60,000	19%
\$60 - \$80,000	12%
\$80 - \$100,000	6%
\$100,000+	8%
Average	\$48,600
Marital Status	
Married	50%
Single	47%

II. Perceptions of Public Transit

A. Top of Mind Images

The term “public transit” is significantly more likely to turn people’s minds to thoughts of buses and the local bus system rather than to other alternate modes of transportation. For example, two in three (66%) of Tempe residents say that they initially think of buses when they hear the term “public transit.” On the other hand, only 10% are reminded of trains, 6% of subways and/or light rail, and 2% of taxis.

It is interesting to note that 10% of bus riders said that their initial thoughts are that buses do not have convenient hours—that they do not run early or late enough. Similarly, 9% said that they immediately were reminded that the routes were not well planned or that it takes too long to get places.

Table 1: Images of Public Transit

*What is the first image that comes to your mind when you hear the words “public transit”?
What other thoughts?*

	Total (n=401)	Male (n=200)	Female (n=201)	Bus Rider (n=87)	Non Bus Rider (n=314)
Buses	66%	63%	69%	63%	67%
Inadequate bus system	18%	19%	17%	22%	17%
Trains	10%	12%	9%	12%	10%
Subways	6%	5%	8%	5%	7%
Monorail/Light rail	6%	6%	4%	3%	6%
Better in other cities	5%	4%	6%	2%	6%
Routes not well planned	4%	5%	4%	9%	3%
Inconvenient times	4%	5%	4%	10%	3%
Cuts on traffic congestion	4%	4%	5%	6%	4%
Not enough buses	4%	3%	4%	2%	4%
Trolleys	2%	2%	3%	3%	2%
Mode of transportation	2%	2%	4%	5%	2%
Taxi's	2%	4%	1%	5%	1%
People waiting for buses	2%	2%	2%	3%	2%
Dial-a-ride	2%	1%	2%	2%	2%
Waste of money	2%	2%	1%	1%	2%
Don't know/not sure	3%	3%	4%	2%	4%

B. Perception of Beneficiary of Transit

Only two in five Tempe residents feel that the public transit services in Tempe benefit everyone (43%). Rather, a majority of the respondents indicated that the transit system only benefits certain factions of people, such as those without cars (31%), students (15%), or low-income residents (14%). Bus riders are slightly more likely to say that transit benefits everyone (51% compared to 40%) and non-riders are somewhat more likely to say that transit benefits those without cars (33% vs. 25% of riders).

Table 2: Those Who Benefit from Tempe Public Transit
In your opinion, who benefits from having public transit in Tempe?

Those who benefit	Total (n=401)	Male (n=200)	Female (n=201)	Bus Rider (n=87)	Non Bus Rider (n=314)
Everyone	43%	42%	43%	51%	40%
People without cars	31%	30%	32%	25%	33%
Students at ASU	15%	11%	18%	14%	15%
Poor/low income people	14%	16%	11%	18%	12%
Elderly	8%	4%	12%	8%	9%
People who can't drive	7%	8%	6%	12%	6%
Business people	5%	5%	4%	5%	5%
Young people	4%	2%	6%	2%	4%
Tempe residents/taxpayers	3%	4%	2%	3%	3%
No one	2%	4%	2%	1%	3%
Working class	2%	1%	2%	1%	2%
Other	18%	20%	16%	24%	17%

C. Perceptions of Riding the Bus

1. Riders

More than half of the bus riders surveyed in this study feel that the bus service is not frequent enough (58%) and that riding the bus takes too long (52%). These were the only two statements that commanded a majority of agreement from Tempe riders. Middle-aged residents (73%), those with a college education (69%), and married respondents (69%) were most likely overall to agree with the statement that bus service is not frequent enough. These same groups of people, as well as women (62%), were more likely to say that riding the bus takes too long.

Table 3: Perceptions of Riding the Bus

People who do not ride the bus have perceptions of buses and bus riders that may or may not be true. I will read you some statements, and would like you to tell me, based on your experience riding the bus, whether you agree or disagree with the comments.

% Agree	Total (n=87)	Male (n=55)	Female (n=32)	18-34 (n=45)	35-49 (n=26)	50+ (n=16)
Service not frequent enough	58%	56%	59%	56%	73%	38%
Takes too long	52%	46%	62%	51%	58%	44%
Confusing system	31%	27%	38%	31%	38%	19%
Stops too far away	25%	26%	25%	13%	42%	31%
Not comfortable with riders on bus	24%	26%	22%	31%	15%	19%
Buses are not safe	12%	9%	16%	13%	4%	19%
Buses are dirty	13%	9%	19%	16%	8%	12%

2. Non-Riders

Of the nine common excuses that people have for not riding the bus, Tempe residents were most likely to agree with the statement that they simply prefer to drive their car (80%). Men and those under age 34 were particularly likely to feel that they prefer to drive their own car (83% and 84%, respectively). However, the perception that riding the bus takes too long (59%), that service is not frequent enough (54%), and that they need their car for business (52%) were also agreed upon by more than half of those who do not ride the bus. One-third (32%) indicate that they do not know how to use the bus.

Table 4: Reasons for Not Riding Bus

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus.

% Agree	Total (n=314)	Male (n=145)	Female (n=169)	18-34 (n=87)	35-49 (n=102)	50+ (n=125)
Prefer car	80%	83%	77%	84%	80%	76%
Takes too long	59%	65%	53%	72%	62%	46%
Not frequent enough	54%	50%	57%	60%	50%	53%
Need car for business	52%	61%	45%	61%	60%	41%
Don't know how to use bus	32%	26%	38%	34%	28%	34%
Bus stop far away	32%	27%	37%	34%	34%	29%
Buses are dirty	12%	14%	11%	23%	11%	6%
Not safe	11%	8%	14%	10%	7%	14%
Don't like people on bus	8%	10%	6%	15%	5%	6%

D. Comparison of Transit Services to Other Cities

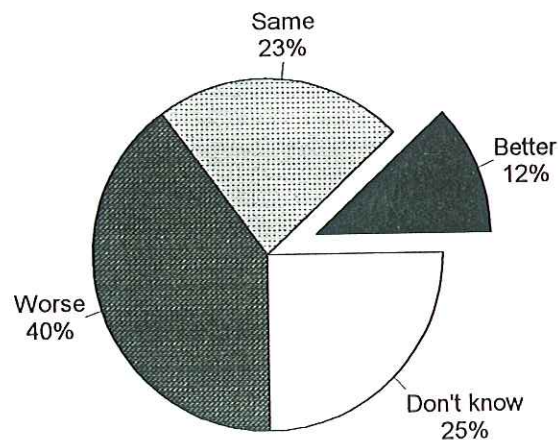
Approximately 40% of Tempe residents are under the impression that public transit service in Tempe is worse than service available in other cities around the country. Bus riders (31%) are more likely than non-riders (21%) to feel that the system is the same as in other cities. In fact, only 12% of the residents surveyed say that they think Tempe's service is better than other cities. Twenty-three percent (23%), overall, say that the service is about the same.

Table 5: Comparison of Tempe's Transit Service

Based on what you have heard or what you have experienced, how would you compare the transit services in Tempe to transit services available in other cities around the country? Would you say Tempe's transit service today is better, worse, or about the same as service available in other cities around the country?

	Total (n=401)	Male (n=200)	Female (n=201)	Bus Rider (n=87)	Non Bus Rider (n=314)
Better	12%	13%	11%	17%	11%
Worse	40%	38%	42%	38%	41%
The same	23%	27%	19%	31%	21%
Don't know/NA	25%	22%	27%	14%	27%

Tempe Transit System As Compared to Other Cities



III. Use of Tempe's Transit System

A. Use of Public Transit

Greater than one in five of Tempe residents indicate that they have ridden a bus in Tempe within the past year (22%); this is significantly higher than the Phoenix-metro area, which has a ridership of approximately 3%. Seven percent (7%) have ridden the bus more than 10 times in the past year. Those most likely to be riding the bus are men (27%), those under age 35 (34%), and those with a high school or less education (35%).

There appears to be a fair amount of "sampling" of the system over the past year with 12% of residents reporting that they had ridden one to five times.

Table 6: Frequency of Riding Bus in Tempe

How many times have you ridden on a bus in Tempe in the past year?

	Total (n=401)	Male (n=200)	Female (n=201)	18-34 (n=132)	35-49 (n=128)	50+ (n=141)
1 – 5 times	13%	17%	8%	20%	11%	6%
6 – 10 times	2%	2%	2%	4%	2%	1%
11 – 20 times	2%	2%	1%	3%	2%	1%
20+ times	5%	6%	4%	7%	6%	3%
None	78%	72%	84%	66%	80%	88%

Those who had not ridden a bus in Tempe within the past year were asked if they have ever ridden a bus in the Valley, 38% of which said that they had. Females (41%) were more likely than males (34%) to have done so, as were those over age 50 as compared to those under age 50 (44% vs. 33%, respectively). And those who had not ever ridden a bus in the Valley were asked if they have ever thought about riding the bus. Only 37% of these residents had considered so.

Table 7: Use of Buses in Valley

Have you ever ridden a bus in the Valley? (Among those who have not ridden a bus in Tempe in the past year.) Have you ever thought about riding the bus? (Among those who have not ridden a bus in the Valley.)

	Total (n=314)	Male (n=145)	Female (n=169)	18-34 (n=87)	35-49 (n=102)	50+ (n=125)
Have ridden in Valley	38%	34%	41%	34%	33%	44%
	(n=189)	(n=93)	(n=96)	(n=55)	(n=67)	(n=67)
Have thought about riding	37%	40%	34%	38%	36%	37%

B. Effectiveness of Persuasive Arguments

Respondents said that, overall, the benefits of reduced traffic congestion (79% very + somewhat effective) and saving wear and tear on the car (77% very + somewhat effective) are the most persuasive arguments to get people to use the bus instead of commuting by car. Lowering air pollution was also high, with 76% saying it was at least somewhat effective in persuading people.

Saving wear and tear on the car, however, actually had received a higher proportion of residents (than reduced traffic congestion) who felt that the benefit was “very effective” (49% vs. 46%, respectively). Those most likely to feel that saving wear and tear on a car is a very effective argument include:

- Women (80% vs. 72% of men).
- Residents aged 18 to 34 (84%).
- Those with some college education (80%).

The weakest persuasive argument was that the bus is safer than driving. Two in five non-riders (40%) felt that this benefit was not very or not at all effective.

Table 8: Effectiveness of Reasons to Persuade Transit Usage

For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

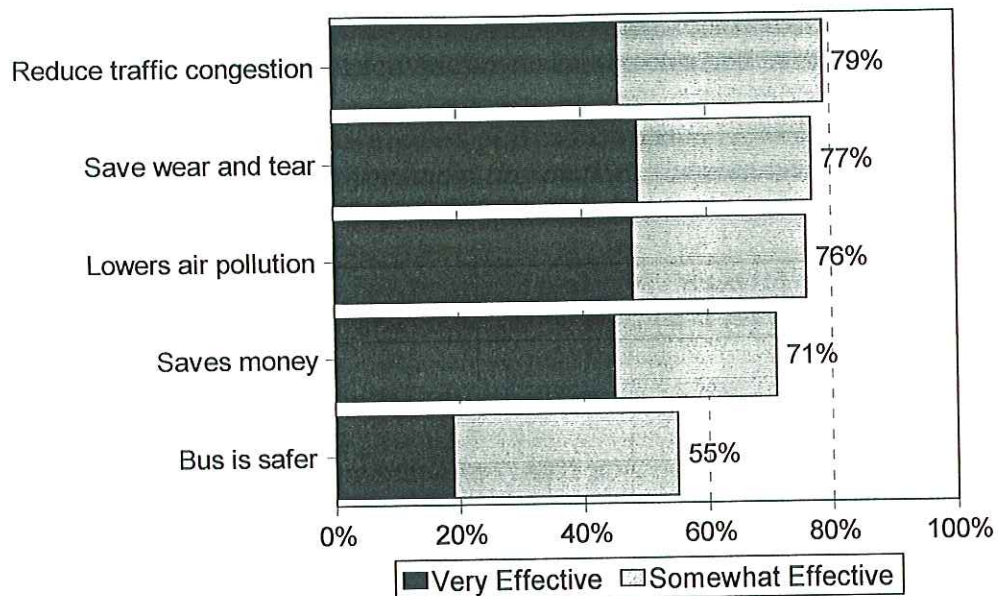
	Total (n=314)	Male (n=145)	Female (n=169)	18-34 (n=87)	35-49 (n=102)	50+ (n=125)
Less traffic congest.						
Effective*	79%	73%	84%	83%	78%	78%
Not effective**	18%	25%	13%	17%	22%	16%
Save wear / tear						
Effective	77%	72%	80%	84%	72%	76%
Not effective	21%	26%	17%	16%	25%	22%
Lowers air pollution						
Effective	76%	68%	83%	80%	73%	76%
Not effective	21%	27%	14%	18%	24%	17%
Save money						
Effective	71%	66%	75%	78%	65%	76%
Not effective	28%	23%	23%	22%	35%	21%
Bus is safer						
Effective	55%	56%	55%	54%	47%	62%
Not effective	40%	42%	37%	41%	48%	31%

* Very + Somewhat effective

** Not very + Not at all effective

Persuasive Arguments

Very + Somewhat Effective



C. Awareness of Bus Services

Tempe residents who do not ride the bus appear to be under the opinion that bus services are limited in their ability to get riders to a variety of places. For example, the only major activity that residents felt that local buses could get them to was shopping (57%). Only 44% felt that local buses could transport them to school; 37% said that they could get to and from recreational activities by using the bus; and 34% thought the bus could take them to work.

Table 9: Awareness of Bus Services

From what you know, do you think there currently is local bus service that you could take to get...? (Among non-riders.)

Percent Responding Yes	Total (n=314)	Male (n=145)	Female (n=169)	18-34 (n=87)	35-49 (n=102)	50+ (n=125)
To and from shopping	57%	57%	57%	64%	60%	50%
To and from school	44%	50%	40%	51%	51%	34%
To and from social and recreational activities	37%	39%	35%	37%	44%	31%
To and from work	34%	32%	36%	39%	31%	32%

D. Circumstances for Taking the Bus

Residents were asked to give specific circumstances that would make them consider taking a bus. **The strongest consensus (25%) was that if the bus system was improved overall, they would consider riding more often.** Women (28%), seniors (34% of those over 50), and residents earning over \$40,000 annually were the most likely to say that they would consider taking the bus if the system were improved.

Other residents cited circumstances of desperation, such as a car breakdown (14%), no other transportation available (10%), and if they did not own a car (9%).

Table 10: When Residents would Consider Taking the Bus

Under what circumstances do you think you would consider taking the bus?

	Total (n=401)	Male (n=200)	Female (n=201)	Bus Rider (n=87)	Non Bus Rider (n=314)
Better bus system overall	25%	23%	28%	37%	32%
If car breaks down	14%	10%	16%	14%	17%
No other transp. available	10%	9%	11%	12%	13%
If didn't own car	9%	9%	9%	12%	12%
Going to event with parking problems	3%	4%	2%	5%	4%
Convenience/faster	2%	2%	2%	4%	2%
To go shopping	2%	2%	2%	3%	2%
Save wear on car	2%	2%	2%	3%	2%
If forced to	2%	3%	-	1%	2%
Daytime activity	2%	1%	2%	5%	2%
If stops had shade	2%	1%	2%	2%	2%
Don't feel safe on bus	2%	1%	2%	2%	2%
If had better explanation of the bus system	2%	2%	1%	2%	2%
Other	19%	18%	15%	20%	19%
None/Wouldn't ride bus	12%	13%	10%	6%	15%
Don't know/not sure	1%	1%	1%	1%	1%

E. Effects on Daily Routine

Approximately seven in ten Tempe residents (70%) say that taking the bus would affect their daily routine. Those under age 35 are significantly more likely to feel that taking the bus would influence their routine (83%). However, college graduates (77%) and those with incomes above \$40,000 (76%) are also somewhat more likely to feel this way.

A wide variety of responses were given when those who indicated that their schedule would be affected were asked to describe how using transit would impact them. **One in four (27%) noted that they would need more time for travel.** Others gave reasons that indicate that they would be inconvenienced by riding the bus. For example, 8% said that they would not be able to come and go as they like. Another 6% said that they could not depend on the bus and that it is too hot to wait for the bus.

Table 10: Effects on Routine

Do you think taking the bus would affect your daily routine? In what way would this affect your routine? (Among those who said that taking the bus would affect their daily routine.)

	Total (n=314)	Male (n=145)	Female (n=169)	18-34 (n=87)	35-49 (n=102)	50+ (n=125)
Would affect routine	70%	68%	73%	83%	78%	55%
Ways would effect						
More time for trip	27%	20%	34%	27%	32%	21%
Could not go/leave as please	8%	7%	8%	8%	8%	7%
Change schedule to accommodate bus	6%	6%	6%	7%	8%	3%
Don't go same place every day	6%	4%	8%	3%	8%	6%
Walk to and from destination	3%	2%	4%	2%	3%	4%
Can't depend on bus	3%	4%	2%	2%	5%	2%
Too hot to wait outside	3%	2%	4%	2%	4%	3%
Plan ahead of time	2%	2%	3%	2%	3%	2%
Couldn't carry a lot of things	1%	2%	1%	1%	2%	1%
Other						
Don't know	3%	6%	1%	2%	4%	3%

F. Finding Information

Tempe City residents are most likely to pick up the telephone if they want to find information about local bus services. Initially, they would be most likely to call Valley Metro (38%). However, better than one in four said that they would call the City itself (26%). Others felt that the Bus Book (17%), Yellow Pages (7%), and public libraries would be able to provide the information they were looking for.

Table 11: Finding Information about Bus Services

If you were interested in riding a bus in Tempe, how would you go about getting information about the system?

	Total (n=314)	Male (n=145)	Female (n=169)	18-34 (n=87)	35-49 (n=102)	50+ (n=125)
Call Metro/bus system	38%	33%	41%	23%	40%	46%
Call City of Tempe	26%	26%	26%	20%	29%	28%
Look for a bus book	17%	15%	19%	17%	16%	18%
Yellow pages	7%	8%	6%	15%	6%	3%
Public Library	5%	4%	5%	8%	5%	2%
Ask a friend	2%	3%	2%	3%	2%	2%
Chamber of Commerce	2%	3%	2%	1%	2%	3%
Bus Driver	2%	3%	-	2%	1%	2%
On-line	2%	1%	2%	-	3%	2%
ASU	1%	2%	-	2%	-	1%
Other						
Don't know	-	1%	-	-	1%	-

G. Advice for Potential Riders

All of the residents surveyed were asked what they would tell someone if they were asked whether or not they should start riding the bus. **A vast majority of the respondents did not know how they would respond to such a question; 78% had no answer.** Riders were most likely to proffer advice, including give it a try (24%), make sure you know where the bus is going (16%), and leave enough time to get there (17%).

Table 12: Advice for New Riders

If someone asked you whether or not they should start riding the bus, what advice would you give them?

	Total (n=401)	Male (n=200)	Female (n=201)	Bus Rider (n=87)	Non Bus Rider (n=314)
No answer	78%	72%	84%	1%	99%
Give it a try	5%	7%	4%	24%	-
Make sure you know where bus is going	4%	4%	3%	16%	1%
Leave enough time	4%	5%	2%	17%	-
Cheaper than a cab	2%	3%	1%	8%	-
Use as last resort	1%	1%	2%	6%	-
Bus provides good service	1%	2%	1%	5%	-
Plan ahead of time	1%	1%	1%	5%	-
Other	9%	11%	8%	29%	-
Don't know/not sure	1%	2%	1%	6%	-

IV. Rider Opinions

A. Length of Use of Transit System

On average, nearly two-thirds of the current riders living in Tempe have been using the transit system for over a year (65%). Women (50%), married residents (53%), and those between the ages of 35 and 49 (54%) are somewhat more likely to have been riding for two or more years. On the other hand, 16% of the respondents noted that they have only been using the Tempe transit system for a month.

Table 13: Length of Use of Transit System

How long have you been using the transit system in Tempe?

	Total (n=87)	Male (n=55)	Female (n=32)	18-34 (n=45)	35-49 (n=26)	50+ (n=16)
Less than a month	16%	18%	12%	20%	12%	12%
1 – 3 months	6%	6%	6%	9%	-	6%
4 – 6 months	5%	6%	3%	4%	4%	6%
7 – 12 months	5%	4%	6%	2%	12%	-
1 – 2 years	21%	22%	19%	24%	19%	12%
2+ years	44%	40%	50%	38%	54%	44%
Don't know	5%	6%	3%	2%	-	19%

B. Reasons Ride the Bus

One in three riders choose to ride the bus because they do not have a car available for their transportation needs (30%). Similarly, 2% do not have a license to drive. However, one in five of the riders surveyed said that they ride the bus because it is convenient for them (21%).

Table 14: Reasons Ride the Bus

What is the main reason you ride the bus?

	Total (n=87)	Male (n=55)	Female (n=32)	18-34 (n=45)	35-49 (n=26)	50+ (n=16)
Don't have car	30	40	12	36	27	19
Convenient	21	18	25	20	23	19
Don't have license	2	2	3	-	4	6
Protects environm.	2	2	3	2	-	6
Saves money	2	4	-	-	-	12
Saves wear on car	1	-	3	2	-	-
Other						
Don't know						

C. Travel Patterns

There are three consistent destinations that Tempe bus riders are heading for, namely **work (26%), ASU (25%), and shopping (24%)**. Additionally, one in ten riders, each, use the bus for errands and to visit friends and family (10%). Male riders and those under the age of 35 appear to be more likely to use the bus to go to work (29% and 38%, respectively) and to do their shopping (27% and 31%, respectively). Female riders, though, had the highest incidence of saying that they ride the bus to ASU (38%).

Table 15: Where Bus Riders Go

Where do you go when you ride the bus?

	Total (n=87)	Male (n=55)	Female (n=32)	18-34 (n=45)	35-49 (n=26)	50+ (n=16)
Work	26%	29%	22%	38%	23%	-
ASU	25%	18%	38%	24%	31%	19%
Shopping	24%	27%	19%	31%	15%	19%
Errands	10%	9%	12%	9%	15%	6%
Visit friends/family	10%	13%	6%	13%	8%	6%
Recreational act.	7%	4%	9%	9%	4%	6%
Dr. appointments	6%	4%	4%	4%	4%	12%
School/college	4%	7%	-	9%	-	-
Job interviews	2%	2%	3%	2%	4%	-
Downtown Tempe	2%	-	6%	-	4%	6%
Where need to go	1%	2%	-	-	4%	-
Home	1%	2%	-	-	4%	-

D. Bus Activities

More than half of the bus riders surveyed say that they do nothing other than look out the window while riding the bus (53%). These riders were most likely to be female (56%) or between the ages of 35 and 49 (58%).

Reading is the most common activity besides looking out the window. Better than one-third of the Tempe riders say that they read either a book (24%) or a newspaper or magazine (14%) while riding the bus. Similarly, 5% use the time on the bus to complete work or study.

Table 16: What Bus Riders Do on the Bus

What do you do while riding the bus?

	Total (n=87)	Male (n=55)	Female (n=32)	18-34 (n=45)	35-49 (n=26)	50+ (n=16)
Nothing/look out window	53%	51%	56%	53%	58%	44%
Read a book	24%	13%	44%	24%	15%	38%
Read newspaper/ magazine	14%	16%	9%	9%	23%	12%
Talk to other riders	12%	14%	6%	4%	15%	25%
Work/study	5%	4%	6%	9%	-	-
Listen to music	5%	6%	3%	7%	4%	-
Sleep	2%	4%	-	1%	-	1%
Other	3%	4%	3%	4%	4%	-

E. Alternate Modes of Travel

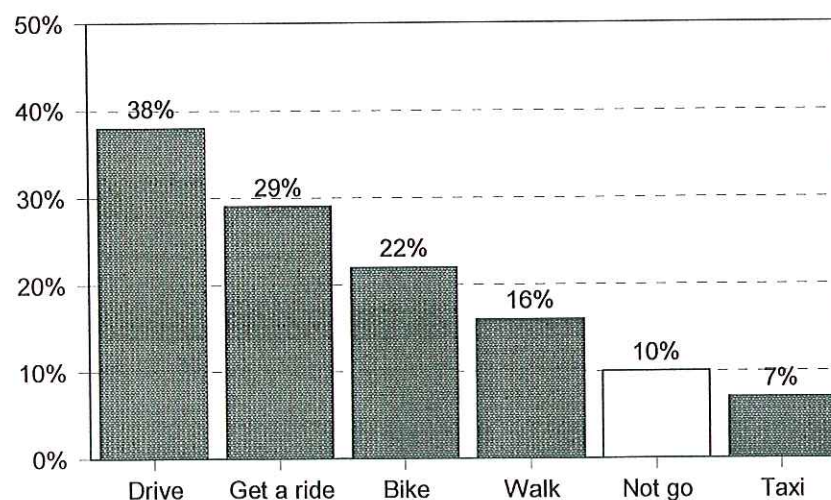
If there were no transit services in Tempe, riders would make the needed trips by using other modes of transportation. **Thirty-eight percent (38%) indicate that they would drive themselves, while 29% report that they would get a ride.** Some would resort to slower or less convenient transportation methods such as a bike (22%) or walking (16%). Only one in ten (10%) said that they would just not make their needed trips if there was no transit service available.

Table 17: Alternate Modes of Travel

How would you make the trips that you currently use the bus for if there were not transit service in Tempe?

	Total (n=87)	Male (n=55)	Female (n=32)	18-34 (n=45)	35-49 (n=26)	50+ (n=16)
Drive myself	38%	34%	44%	31%	42%	50%
Get a ride from someone else	29%	24%	38%	36%	27%	12%
Ride a bike	22%	27%	12%	33%	8%	12%
Walk	16%	20%	9%	20%	19%	-
Not go	10%	9%	12%	7%	12%	19%
Call a taxi/dial-a- ride	7%	7%	6%	2%	12%	12%

Making Trips without Transit



F. Finding Information about Bus Service

When they first rode the bus in Tempe, 26% of current riders report that they sought out information on the transit system by calling Valley Metro. This supports the figure reported earlier in this report that indicated that non-riding Tempe residents were most likely to call Valley Metro if they needed to learn about the transit system in town (mentioned by 38%). The Bus Book, which is published by Valley Metro, was also used by these riders when they first started using the system (22%).

However, experienced riders appear to be helping by providing information to new riders. For example, 23% said that they got information about the bus system from a friend when they first started riding. Also, 12% asked a driver for help.

Table 18: Bus Information

How did you get information about transit services in Tempe for the first time you rode a bus in the city?

	Total (n=87)	Male (n=55)	Female (n=32)	18-34 (n=45)	35-49 (n=26)	50+ (n=16)
Call Valley Metro	26%	26%	28%	24%	35%	19%
Ask a friend	23%	27%	16%	29%	12%	25%
Look for Bus Book	22%	18%	28%	27%	23%	6%
Asked driver	12%	14%	6%	9%	12%	19%
Family member	6%	7%	3%	7%	4%	6%
Call City of Tempe	5%	4%	6%	4%	4%	6%
Library	5%	2%	9%	4%	8%	-
High School	1%	2%	-	1%	-	-
On-line	1%	2%	-	-	-	6%
Newscast	1%	1%	-	-	4%	-
Don't know	2%	-	6%	-	-	12%

V. Miscellaneous Issues

A. Advertising New Transit Services

Residents feel that additional services in Tempe's transit system should advertised by using mass media sources. Television is the main source that most of the respondents agreed upon; 32% said that the City should use this medium. Additionally, approximately one-fourth say that residents could be informed of the new service through newspaper (26%) or mail (24%). There were no demographic differences according to preference for media.

Table 19: Introducing New Services in Tempe

If new transit services are going to be introduced, what would be the best way for the City of Tempe to tell you about them?

	Total (n=401)	Male (n=200)	Female (n=201)	Bus Rider (n=119)	Non Bus Rider (n=189)
Television	32%	33%	31%	31%	31%
Newspaper	26%	26%	26%	31%	23%
Direct mail	24%	25%	23%	19%	27%
Insert in water bill	4%	4%	5%	5%	6%
Radio	4%	4%	4%	3%	4%
Flyer/newsletter	2%	2%	1%	-	1%
On bus information	1%	1%	1%	1%	1%
Other	6%	4%	7%	8%	6%
Don't know/not sure	1%	1%	2%	2%	1%

B. Opinion of Air Pollution Problem

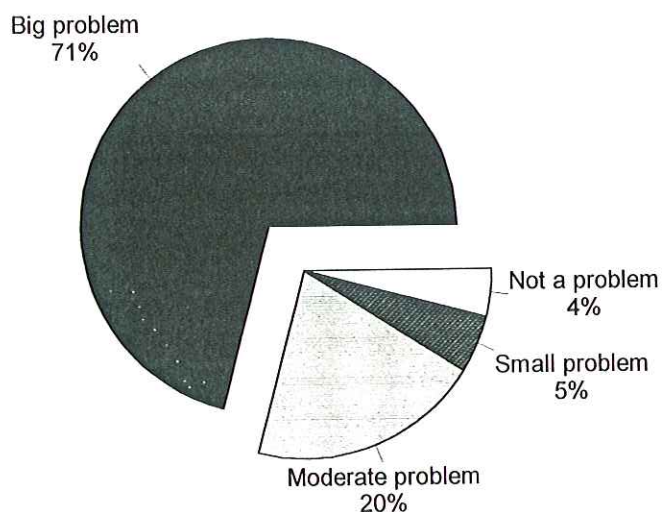
More than nine in ten Tempe residents feel that air pollution in the Valley is at least a moderate problem (91%). In fact, 71% feel that it is a “big” problem. Residents most likely to say that air pollution is a big problem include women (80%), married residents (73%), and those with incomes over \$40,000 annually (73%). It is interesting to note that bus riders are slightly more likely than non-riders to say that air pollution is not a problem at all (7% vs. 3%, respectively).

Table 20: Air Pollution as a Problem

In your opinion, is air pollution a ...?

	Total (n=401)	Male (n=200)	Female (n=201)	Bus Rider (n=87)	Non Bus Rider (n=314)
Big problem	71%	62%	80%	67%	72%
Moderate problem	20%	26%	14%	22%	20%
Small problem	5%	6%	4%	5%	5%
Not a problem at all	4%	6%	2%	7%	3%
Don't know/not sure	-	-	1%	-	-

Air Pollution as a Problem

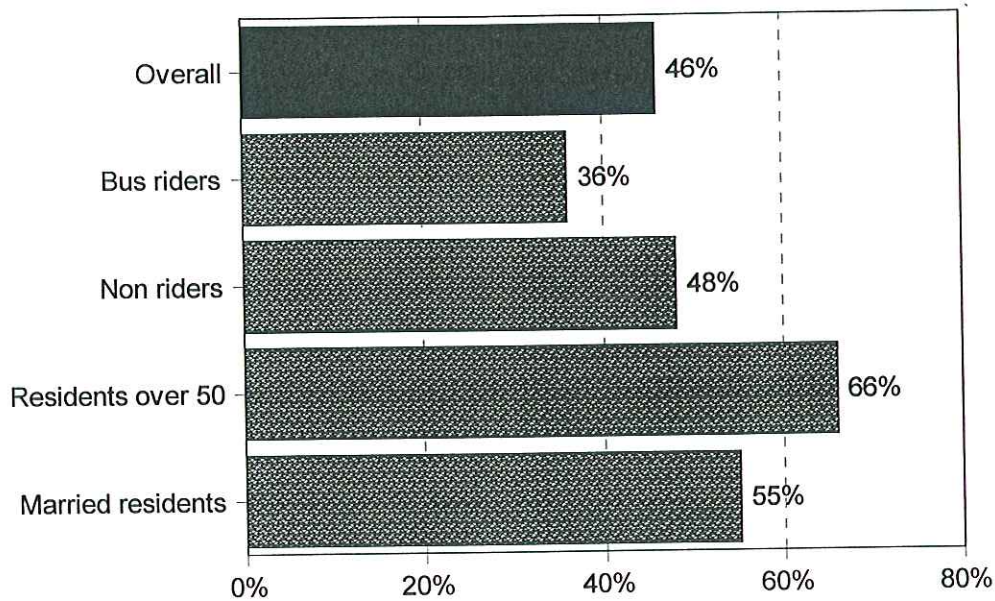


C. Participation in 1996 Election

Overall, 46% of the Tempe residents indicate that they voted in the 1996 election that included the transit tax proposition. Residents who were most likely to say that they voted in this election include those who are over 50 (66%), women (51%), and married residents (55%).

1996 Election Participation

Did you vote in the 1996 election, which included Tempe's transit sales tax proposition?



n=401

D. Bicycle Usage

Six in ten Tempe residents have access to a bicycle (60%), and approximately half of Tempe residents ride their bike at least three to five times a month (48%). Male residents are also more likely than female residents to have access to a bike (64% vs. 55%, respectively) and are also more likely to ride it at least ten times a month (32% men, 19% women). It seems that most of the time, bicycles are ridden for the purpose of exercising (56%). Only 26% use a bike to get to work; and only 24% use a bike to go to the store.

Table 21: Access to and Frequency of Bike Use

Do you have access to a bicycle that you can ride when you want to? How many times in a month do you ride your bike? (Among those who have a bike to ride.)

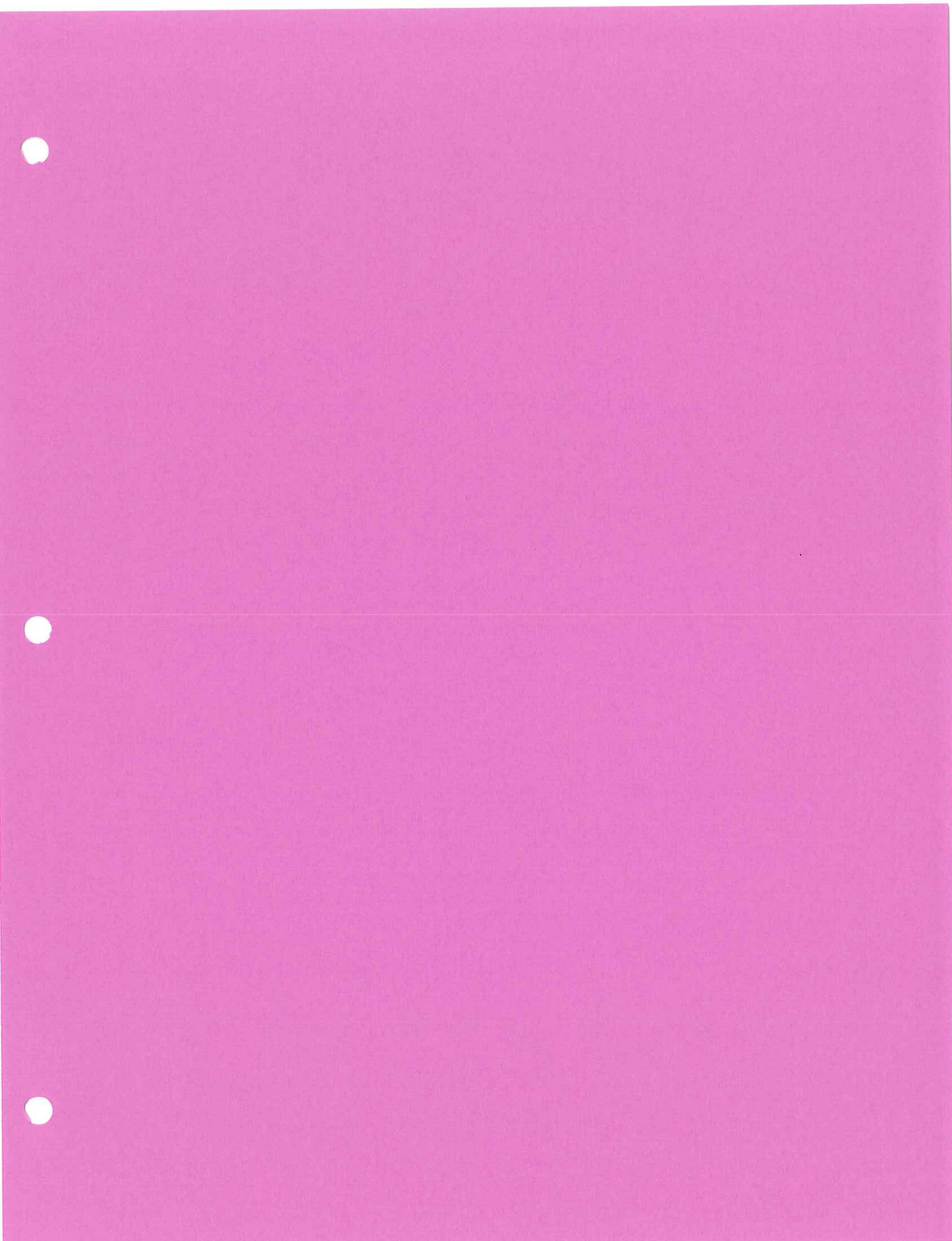
	Total (n=401)	Male (n=200)	Female (n=201)	Bus Rider (n=87)	Non Bus Rider (n=314)
Have access to bike	60%	64%	55%	70%	57%
Never/occasionally	35%	28%	42%	21%	39%
Once or twice	16%	14%	18%	15%	16%
Three to five times	14%	15%	14%	20%	12%
Six to ten times	8%	10%	4%	7%	8%
10+ times	26%	32%	19%	38%	22%
Don't know/not sure	2%	1%	3%	-	2%

Table 22: Where Bike Riders Go

Where do you go when you ride your bike?

	Total (n=401)	Male (n=200)	Female (n=201)	Bus Rider (n=87)	Non Bus Rider (n=314)
Exercise	56%	56%	56%	44%	62%
Work/school	26%	30%	21%	38%	21%
Store	24%	22%	26%	29%	21%
Friend's house	6%	4%	8%	8%	5%
Park	6%	6%	7%	4%	7%
Library	4%	4%	3%	8%	2%
Bike paths	3%	2%	5%	-	5%
South Mountain	3%	4%	-	4%	2%
Mountain biking	3%	3%	2%	4%	2%
Gym	2%	2%	2%	-	3%
Other	2%	3%	1%	4%	6%
Don't know/not sure	1%	-	2%	2%	-

Appendix A
Questionnaire



**City of Tempe Transit
Questionnaire - June 1998**

Good _____, could I please speak with _____? This is _____ calling from WestGroup Research on behalf the City of Tempe Transportation Division. We are conducting a survey with Tempe residents about important issues affecting the city's transportation system. We are asking only for your opinion about your these issues and are not selling anything.

1. Are you a Tempe resident?
Yes – CONTINUE
No – THANK AND TERMINATE

2. How long have you lived in Tempe?
a. Less than one year
b. One to two years
c. Three to five years
d. Six to ten years
e. Eleven to 20 years
f. More than 20 years
g. Refused/DK/NA

3. What is the first image that comes to your mind when you hear the words "public transit"? What other thoughts?
RECORD ANSWERS VERBATIM PROBE FOR CLARITY

4. In your opinion, who benefits from having public transit in Tempe? (MULTIPLE RESPONSE ALLOWED)
a. poor/low income people
b. everyone
c. people with out cars
d. elderly
e. people who cannot drive/don't have a license
f. business people
g. students at the university
h. young people
i. people with disabilities
j. no one
k. Other (SPECIFY: _____)

5. How many times have you ridden on a bus in Tempe in the past year?
a. One to five times – SKIP TO Q
b. Six to ten times – SKIP TO Q
c. Eleven to 20 times – SKIP TO Q
d. More than 20 times – SKIP TO Q
e. NONE
f. DK/NA

6. IF NONE: Have you ever ridden a bus in the Valley?
a. Yes
b. No
c. DK/NA

7. IF NO: Have you ever thought about riding the bus?
a. Yes
b. No
c. DK/NA

8. People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus. (READ LIST. ROTATE ORDER)
- a. I prefer to drive my car
 - b. I don't know how to use the bus system
 - c. The bus stops are too far away
 - d. I don't like the type of people who ride the bus
 - e. Riding the bus takes too long
 - f. Bus service isn't frequent enough
 - g. Buses are not safe
 - h. I need my car for business
 - i. Buses are dirty
9. For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective? (ROTATE ORDER)
- a. Save wear and tear on your car
 - b. Save money on gas and insurance
 - c. Lowers the pollution in the air
 - d. Riding the bus is safer than driving
 - e. Riding the bus reduces congestion on the streets
10. From what you know, do you think there currently is local bus service that you could take to get... (READ LIST AND ROTATE ORDER)
- a. To and from shopping
 - b. To and from school
 - c. To and from work
 - d. To and from social or recreational activities
11. Under what circumstances do you think you would consider taking the bus? (DO NOT READ LIST)
- a. NONE, Would never consider the bus
 - b. Other (SPECIFY: _____)
12. Do you think taking the bus would affect your daily routine?
- a. Yes
 - b. No
 - c. DK/NA
- 12a. IF YES: In what way would it affect your routine? _____
13. If you were interested in riding a bus in Tempe, how would you go about getting information about the system? (DO NOT READ LIST)
- a. Ask friend
 - b. Call City of Tempe
 - c. Call Valley Metro/bus system
 - d. Look for a Bus Book
 - e. Other: (SPECIFY: _____)

IF BUS RIDER:

15. How long have you been using the transit system in Tempe?
- Less than a month
 - 1 to 3 months
 - 4 to 6 months
 - 7 to twelve months
 - 1 to 2 years
 - More than 2 years
 - DK/NA
16. What is the main reason you ride the bus? (DO NOT READ LIST)
- convenient
 - don't have a car
 - don't have a driver's license
 - enjoy the people
 - protects the environment
 - saves money
 - saves wear and tear on my car
 - Other (SPECIFY: _____)
17. Where do you go when you ride the bus? (DO NOT READ LIST)
- ASU
 - Community College
 - High School
 - work
 - shopping
 - errands
 - medical appointment
 - visit friends/family
 - recreational activities
 - Other (SPECIFY: _____)
18. What do you do while you are riding the bus? (DO NOT READ LIST)
- read a book
 - read newspaper/magazine
 - work/study
 - talk to other riders
 - nothing/look out window
 - crafts (needlepoint, etc.)
 - Other (SPECIFY: _____)
19. How would you make the trips that you currently use the bus for if there were not transit service in Tempe? (DO NOT READ LIST)
- walk
 - ride a bike
 - drive myself
 - get a ride from someone else
 - call a taxi/dial-a-ride
 - not go
 - Other (SPECIFY: _____)
20. How did you get information about the transit services in Tempe for the first time you rode a bus in the city?
- Ask friend
 - Call City of Tempe
 - Call Valley Metro/bus system
 - Look for a Bus Book
 - Other: (SPECIFY: _____)

21. People who do not ride the bus have many perceptions of buses and bus riders that may or may not be true. I will read you some statements, and would like you to tell me, based on your experience riding the bus, whether you agree or disagree with the comments. (READ LIST. ROTATE ORDER)
- a. It's confusing to use the bus system
 - b. The bus stops are too far away
 - c. I don't feel comfortable with the people who ride the bus
 - d. Riding the bus takes too long
 - e. Bus service isn't frequent enough
 - f. Buses are not safe
 - g. Buses are dirty

22. If someone asked you whether or not they should start riding the bus, what advice would you give them?
-

ASK ALL:

24. Based on what you have heard or what you have experienced, how would you compare the transit services in Tempe to transit services available in other cities around the country. Would you say Tempe's transit service today is Better, Worse or about the same as service available in other cities around the country?
- a. Better
 - b. Worse
 - c. The same
 - d. DK/NA
25. If new transit services are going to be introduced, what would be the best way for the City of Tempe to tell you about them? (DO NOT READ LIST)
- a. television
 - b. radio
 - c. newspaper
 - d. direct mail
 - e. bus shelters
 - f. information in buses
 - g. internet
 - h. cable TV
 - i. Other (SPECIFY: _____)
26. Air pollution is something that we have talked to a lot of people about and some are very concerned about it while other do not think it is a big deal. In your opinion, is air pollution a...
- a. Big problem
 - b. Moderate problem
 - c. Small problem
 - d. Not a problem at all
 - e. DK/NA
27. Many people vote in city elections, and many other do not. Did you vote in the 1996 election which included Tempe's transit sales tax proposition?
- a. Yes
 - b. No
 - c. DK/NA
27. Do you have access to a bicycle that you can ride when you want to?
- a. Yes
 - b. No – SKIP TO DEMOGRAPHICS
28. How many times in a month do you ride your bike?
- a. None/never ride it/only ride it occasionally
 - b. Once or twice
 - c. Three to five times
 - d. Six to 10 times
 - e. More than 10 times
 - f. DK/NA

29. IF RIDE BIKE 1+ times: Where do you go when you ride your bike?

- a. work/school
- b. store
- c. friend's house
- d. no where/just riding for exercise
- e. Other (SPECIFY: _____)

Demographics

I have just a couple more questions about you so that we can classify your responses with other people who answered the survey. All of this information will be kept confidential.

1. Sex: 1 Male 2 Female
2. What is your age: _____
3. What is the highest grade of school or year of college that you have completed:
 - a. Some high school
 - b. High school graduate
 - c. Some college
 - d. College graduate
 - e. Post graduate
 - f. No answer
4. Was your annual household income before taxes last year:
 - a. Less than \$20,000
 - b. \$20,000 to \$40,000
 - c. \$40,000 to \$60,000
 - d. \$60,000 to \$80,000
 - e. \$80,000 to \$100,000
 - f. More than \$100,000
 - g. No answer
5. Are you married or single?
 - a. Married
 - b. Single
 - c. No answer
6. What is your occupation? _____

Thanks for your time. That concludes our interview.

Appendix B

Cross Tabulations

Riester-Robb
City of Tempe Transit
July 1998
Table 1-1
Tempe Resident

Are you a Tempe resident?

												Marital Status		Bus Rider	
	Gender			Age			Education			Income		Marrrd	Sngle	Yes	No
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+				
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Yes	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0

Riester-Robb
City of Tempe Transit
July 1998
Table 2-1
Gender

	Demographics											Marital Status		Bus Rider	
	Gender			Age			Education			Income		Married	Single	Yes	No
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+				
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Male	200 49.9	200 100.0	0 +++	77 58.3	67 52.3	56 39.7	36 50.7	59 40.7	102 57.0	88 53.3	90 50.6	98 49.2	97 51.6	55 63.2	145 46.2
Female	201 50.1	0 ---	201 100.0	55 41.7	61 47.7	85 60.3	35 49.3	86 59.3	77 43.0	77 46.7	88 49.4	101 50.8	91 48.4	32 36.8	169 53.8

Riester-Robb
City of Tempe Transit
July 1998
Table 3-1
Time in Tempe

How long have you lived in Tempe?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Less than one year	34 8.5	20 10.0	14 7.0	22 16.7 +++	8 6.3	4 2.8	4 5.6	13 9.0	17 9.5	19 11.5	13 7.3	7 3.5	26 13.8	6 6.9	28 8.9
One to two years	49 12.2	26 13.0	23 11.4	25 18.9	14 10.9	10 7.1	10 14.1	16 11.0	23 12.8	20 12.1	21 11.8	14 7.0	34 18.1	16 18.4	33 10.5
Three to five years	79 19.7	46 23.0	33 16.4	43 32.6 +++	20 15.6	16 11.3	9 12.7	29 20.0	41 22.9	39 23.6	32 18.0	33 16.6	45 23.9	18 20.7	61 19.4
Six to ten years	69 17.2	40 20.0	29 14.4	22 16.7	29 22.7	18 12.8	13 18.3	25 17.2	31 17.3	25 15.2	38 21.3	45 22.6	22 11.7	17 19.5	52 16.6
Eleven to 20 years	65 16.2	31 15.5	34 16.9	12 9.1 ---	27 21.1	26 18.4	14 19.7	21 14.5	26 14.5	22 13.3	27 15.2	36 18.1	27 14.4	12 13.8	53 16.9
More than 20 years	104 25.9	37 18.5	67 33.3	8 6.1 ---	30 23.4	66 46.8 +++	21 29.6	40 27.6	41 22.9	40 24.2	47 26.4	64 32.2	33 17.6	18 20.7	86 27.4
Refused/DK/NA	1 0.2	0	1 0.5	0	0	1 0.7	0	1 0.7	0	0	0	0	1 0.5	0	1 0.3

Riester-Robb
City of Tempe Transit
July 1998
Table 4-1
First Image - Public Transit

What is the first image that comes to your mind when you hear the words "public transit"? What other thoughts?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Buses	264 65.8	126 63.0	138 68.7	86 65.2	90 70.3	88 62.4	45 63.4	102 70.3	112 62.6	103 62.4	121 68.0	134 67.3	121 64.4	55 63.2	209 66.6
Inadequate bus system, needs improvement	73 18.2	38 19.0	35 17.4	21 15.9	21 16.4	31 22.0	5 7.0	29 20.0	38 21.2	29 17.6	35 19.7	39 19.6	32 17.0	19 21.8	54 17.2
Trains	42 10.5	24 12.0	18 9.0	11 8.3	11 8.6	20 14.2	7 9.9	11 7.6	23 12.8	13 7.9	23 12.9	20 10.1	20 10.6	10 11.5	32 10.2
Subways	26 6.5	10 5.0	16 8.0	9 6.8	7 5.5	10 7.1	1 1.4	8 5.5	17 9.5	7 4.2	17 9.6	11 5.5	14 7.4	4 4.6	22 7.0
Monorail...light rail system	22 5.5	13 6.5	9 4.5	4 3.0	8 6.3	10 7.1	1 1.4	10 6.9	10 5.6	10 6.1	11 6.2	10 5.0	11 5.9	3 3.4	19 6.1
Public transportation is better in bigger cities, easier to get around	20 5.0	9 4.5	11 5.5	5 3.8	5 3.9	10 7.1	1 1.4	7 4.8	12 6.7	7 4.2	7 3.9	6 3.0	13 6.9	2 2.3	18 5.7
Stops/routes are not well planned, takes too long to get anywhere	18 4.5	10 5.0	8 4.0	7 5.3	7 5.5	4 2.8	5 7.0	6 4.1	7 3.9	7 4.2	11 6.2	9 4.5	9 4.8	8 9.2	10 3.2
Inconvenient time, does not run early or late enough, no weekends	18 4.5	10 5.0	8 4.0	8 6.1	8 6.3	2 1.4	5 7.0	5 3.4	8 4.5	9 5.5	8 4.5	9 4.5	9 4.8	9 10.3	9 2.9
Public transit is a good idea, cuts down on traffic congestion	17 4.2	7 3.5	10 5.0	4 3.0	5 3.9	8 5.7	5 7.0	6 4.1	5 2.8	10 6.1	5 2.8	9 4.5	7 3.7	5 5.7	12 3.8

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 4-1
First Image - Public Transit

What is the first image that comes to your mind when you hear the words "public transit"? What other thoughts?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Single	Yes	No
Nothing, don't ride the bus	16 4.0	8 4.0	8 4.0	3 2.3	6 4.7	7 5.0	4 5.6	6 4.1	6 3.4	8 4.8	6 3.4	9 4.5	7 3.7	0 ---	16 5.1
Not enough buses	14 3.5	6 3.0	8 4.0	2 1.5	4 3.1	8 5.7	1 1.4	4 2.8	9 5.0	3 1.8	10 5.6	8 4.0	5 2.7	2 2.3	12 3.8
Not sure	11 2.7	6 3.0	5 2.5	5 3.8	2 1.6	4 2.8	2 2.8	3 2.1	6 3.4	4 2.4	4 2.2	3 1.5	7 3.7	2 2.3	9 2.9
Trollies	10 2.5	4 2.0	6 3.0	1 0.8	3 2.3	6 4.3	0 ---	6 4.1	4 2.2	5 3.0	4 2.2	5 2.5	5 2.7	3 3.4	7 2.2
A mode of transportation	10 2.5	3 1.5	7 3.5	2 1.5	4 3.1	4 2.8	4 5.6	3 2.1	3 1.7	6 3.6	3 1.7	4 2.0	6 3.2	4 4.6	6 1.9
Taxi's	8 2.0	7 3.5	1 0.5	5 3.8	1 0.8	2 1.4	3 4.2	2 1.4	2 1.1	4 2.4	2 1.1	2 1.0	6 3.2	4 4.6	4 1.3
People waiting for buses	8 2.0	3 1.5	5 2.5	2 1.5	3 2.3	3 2.1	1 1.4	4 2.8	3 1.7	4 2.4	3 1.7	4 2.0	3 1.6	3 3.4	5 1.6
Dial-a-Ride	7 1.7	2 1.0	5 2.5	1 0.8	1 0.8	5 3.5	2 2.8	2 1.4	2 1.1	4 2.4	1 0.6	2 1.0	4 2.1	2 2.3	5 1.6
A waste of money	6 1.5	5 2.5	1 0.5	2 1.5	3 2.3	1 0.7	0 ---	2 1.4	4 2.2	1 0.6	2 1.1	4 2.0	1 0.5	1 1.1	5 1.6
Getting stuck behind a bus in rush hour	6 1.5	4 2.0	2 1.0	3 2.3	1 0.8	2 1.4	3 4.2	1 0.7	2 1.1	4 2.4	2 1.1	3 1.5	3 1.6	1 1.1	5 1.6
Carpooling/ vanpooling	6 1.5	4 2.0	2 1.0	4 3.0	2 1.6	0 ---	2 2.8	1 0.7	3 1.7	2 1.2	2 1.1	2 1.0	4 2.1	0 ---	6 1.9

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 4-1
First Image - Public Transit

What is the first image that comes to your mind when you hear the words "public transit"? What other thoughts?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Taxes	5 1.2	5 2.5	0	0	3 2.3	2 1.4	2 2.8	0	3 1.7	2 1.2	3 1.7	2 1.0	3 1.6	0	5 1.6
Tempe has 7 day transit, good system	5 1.2	4 2.0	1 0.5	1 0.8	2 1.6	2 1.4	0	4 2.8	1 0.6	3 1.8	1 0.6	3 1.5	2 1.1	2 2.3	3 1.0
Good for the environment	4 1.0	1 0.5	3 1.5	1 0.8	3 2.3	0	1 1.4	2 1.4	1 0.6	3 1.8	1 0.6	1 0.5	3 1.6	1 1.1	3 1.0
Empty buses	3 0.7	1 0.5	2 1.0	1 0.8	1 0.8	1 0.7	0	0	3 1.7	1 0.6	1 0.6	2 1.0	1 0.5	1 1.1	2 0.6
Roads/freeways	3 0.7	2 1.0	1 0.5	1 0.8	0	2 1.4	1 1.4	2 1.4	0	1 0.6	2 1.1	1 0.5	2 1.1	1 1.1	2 0.6
Overcrowded, nowhere to sit	2 0.5	1 0.5	1 0.5	1 0.8	1 0.8	0	0	2 1.4	0	2 1.2	0	1 0.5	1 0.5	1 1.1	1 0.3
Flash bus in Tempe	2 0.5	2 1.0	0	1 0.8	1 0.8	0	0	0	2 1.1	0	2 1.1	1 0.5	1 0.5	1 1.1	1 0.3
Road rage, too many cars on the road	1 0.2	1 0.5	0	1 0.8	0	0	0	1 0.7	0	0	1 0.6	0	1 0.5	1 1.1	0
Unclean, dirty	1 0.2	0	1 0.5	1 0.8	0	0	0	0	1 0.6	0	1 0.6	1 0.5	0	0	1 0.3
Uncomfortable ride	1 0.2	0	1 0.5	1 0.8	0	0	1 1.4	0	0	0	1 0.6	0	1 0.5	1 1.1	0
No seat belts on the bus	1 0.2	0	1 0.5	1 0.8	0	0	1 1.4	0	0	0	1 0.6	0	1 0.5	1 1.1	0

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 4-1
First Image - Public Transit

What is the first image that comes to your mind when you hear the words "public transit"? What other thoughts?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Bus system has improved	1 0.2	0	1 0.5	0	0	1 0.7	1 1.4	0	0	1 0.6	0	0	1 0.5	0	1 0.3
Hitchhikers	1 0.2	1 0.5	0	0	1 0.8	0	0	0	1 0.6	1 0.6	0	1 0.5	0	0	1 0.3
Bikes	1 0.2	0	1 0.5	1 0.8	0	0	0	1 0.7	0	1 0.6	0	0	1 0.5	1 1.1	0
More pullouts for buses so they don't block traffic	1 0.2	1 0.5	0	0	0	1 0.7	0	0	1 0.6	0	1 0.6	0	1 0.5	0	1 0.3
Lack of 24 hour service	1 0.2	1 0.5	0	0	0	1 0.7	0	0	1 0.6	0	1 0.6	1 0.5	0	0	1 0.3
Dread any new proposals for public transportation	1 0.2	1 0.5	0	0	1 0.8	0	0	0	1 0.6	0	1 0.6	0	1 0.5	0	1 0.3
Chicago Transit Authority	1 0.2	0	1 0.5	1 0.8	0	0	0	0	1 0.6	1 0.6	0	0	1 0.5	0	1 0.3
Creates employment opportunities	1 0.2	1 0.5	0	1 0.8	0	0	1 1.4	0	0	1 0.6	0	0	1 0.5	0	1 0.3
Transit in London is the best	1 0.2	1 0.5	0	0	0	1 0.7	0	0	1 0.6	0	1 0.6	1 0.5	0	0	1 0.3
DK/NA/Ref	3 0.7	1 0.5	2 1.0	1 0.8	0	2 1.4	1 1.4	0	2 1.1	2 1.2	1 0.6	2 1.0	1 0.5	0	3 1.0

Riester-Robb
City of Tempe Transit
July 1998
Table 5-1
Benefits of Public Transit

In your opinion, who benefits from having public transit in Tempe?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Everyone	171 42.6	84 42.0	87 43.3	58 43.9	56 43.8	57 40.4	39 54.9	62 42.8	68 38.0	76 46.1	72 40.4	83 41.7	83 44.1	44 50.6	127 40.4
People without cars	125 31.2	61 30.5	64 31.8	42 31.8	37 28.9	46 32.6	19 26.8	44 30.3	61 34.1	52 31.5	61 34.3	62 31.2	58 30.9	22 25.3	103 32.8
Students at the University	59 14.7	22 11.0	37 18.4	21 15.9	15 11.7	23 16.3	5 7.0	24 16.6	29 16.2	20 12.1	32 18.0	31 15.6	27 14.4	12 13.8	47 15.0
Poor/low income people	55 13.7	32 16.0	23 11.4	15 11.4	20 15.6	20 14.2	8 11.3	16 11.0	31 17.3	21 12.7	25 14.0	25 12.6	25 13.3	16 18.4	39 12.4
Elderly	34 8.5	9 4.5	25 12.4	8 6.1	8 6.3	18 12.8	9 12.7	11 7.6	12 6.7	11 6.7	14 7.9	16 8.0	16 8.5	7 8.0	27 8.6
People who cannot drive/don't have license	29 7.2	16 8.0	13 6.5	10 7.6	10 7.8	9 6.4	5 7.0	15 10.3	9 5.0	13 7.9	9 5.1	16 8.0	11 5.9	10 11.5	19 6.1
Business people	19 4.7	10 5.0	9 4.5	5 3.8	7 5.5	7 5.0	2 2.8	6 4.1	11 6.1	6 3.6	10 5.6	12 6.0	7 3.7	4 4.6	15 4.8
Young people	15 3.7	4 2.0	11 5.5	1 0.8	5 3.9	9 6.4	3 4.2	8 5.5	4 2.2	3 1.8	9 5.1	10 5.0	5 2.7	2 2.3	13 4.1
People who live in Tempe, taxpayers	13 3.2	9 4.5	4 2.0	6 4.5	3 2.3	4 2.8	7 9.9	2 1.4	4 2.2	5 3.0	5 2.8	7 3.5	6 3.2	3 3.4	10 3.2
No one	10 2.5	7 3.5	3 1.5	0	5 3.9	5 3.5	0	5 3.4	5 2.8	2 1.2	7 3.9	10 5.0	0	1 1.1	9 2.9

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 5-1
Benefits of Public Transit

In your opinion, who benefits from having public transit in Tempe?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
The working class, people that work at the same place everyday	6 1.5	2 1.0	4 2.0	1 0.8	1 0.8	4 2.8	2 2.8	3 2.1	0	3 1.8	2 1.1	2 1.0	3 1.6	1 1.1	5 1.6
The handicapped	5 1.2	3 1.5	2 1.0	1 0.8	1 0.8	3 2.1	0	2 1.4	2 1.1	3 1.8	1 0.6	1 0.5	3 1.6	2 2.3	3 1.0
Tempe City Government, politicians, bureaucrats	5 1.2	4 2.0	1 0.5	2 1.5	2 1.6	1 0.7	0	2 1.4	2 1.1	2 1.2	2 1.1	1 0.5	4 2.1	2 2.3	3 1.0
People who work in downtown Phoenix	4 1.0	2 1.0	2 1.0	1 0.8	0	3 2.1	1 1.4	1 0.7	2 1.1	1 0.6	2 1.1	2 1.0	2 1.1	0	4 1.3
Students	2 0.5	1 0.5	1 0.5	0	1 0.8	1 0.7	0	0	2 1.1	1 0.6	1 0.6	1 0.5	1 0.5	1 1.1	1 0.3
Tourists	2 0.5	2 1.0	0	1 0.8	0	1 0.7	0	0	2 1.1	1 0.6	1 0.6	1 0.5	1 0.5	2 2.3	0
Conservative people, save money on gas	2 0.5	2 1.0	0	0	2 1.6	0	0	1 0.7	1 0.6	2 1.2	0	1 0.5	1 0.5	1 1.1	1 0.3
Owners of the bus company	2 0.5	1 0.5	1 0.5	1 0.8	1 0.8	0	0	2 1.4	0	1 0.6	1 0.6	0	2 1.1	2 2.3	0
The environment	1 0.2	0	1 0.5	1 0.8	0	0	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3
People that work in north Tempe	1 0.2	0	1 0.5	0	1 0.8	0	0	0	1 0.6	0	1 0.6	1 0.5	0	0	1 0.3

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 5-1
Benefits of Public Transit

In your opinion, who benefits from having public transit in Tempe?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
People who don't want the stress of driving a car	1 0.2	1 0.5	0	0	1 0.8	0	0	0	1 0.6	1 0.6	0	0	1 0.5	0	1 0.3
Malls	1 0.2	1 0.5	0	0	0	1 0.7	0	0	1 0.6	1 0.6	0	0	1 0.5	1 1.1	0
Bike riders	1 0.2	1 0.5	0	0	1 0.8	0	0	1 0.7	0	1 0.6	0	1 0.5	0	1 1.1	0
Moms with kids	1 0.2	1 0.5	0	0	1 0.8	0	0	1 0.7	0	1 0.6	0	1 0.5	0	1 1.1	0
People with car problems	1 0.2	1 0.5	0	0	1 0.8	0	0	1 0.7	0	1 0.6	0	1 0.5	0	1 1.1	0
Senior citizens	1 0.2	1 0.5	0	0	0	1 0.7	1 1.4	0	0	1 0.6	0	1 0.5	0	1 1.1	0
People who carpool	1 0.2	1 0.5	0	1 0.8	0	0	1 1.4	0	0	1 0.6	0	0	1 0.5	1 1.1	0
Not sure	1 0.2	1 0.5	0	1 0.8	0	0	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3
People who live near bus	1 0.2	0	1 0.5	0	0	1 0.7	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3
Other	74 18.5	41 20.5	33 16.4	27 20.5	18 14.1	29 20.6	17 23.9	27 18.6	27 15.1	35 21.2	28 15.7	34 17.1	38 20.2	21 24.1	53 16.9

Riester-Robb
City of Tempe Transit
July 1998
Table 6-1
Times Ridden Bus

How many times have you ridden on a bus in Tempe in the past year?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
One to five times	50 12.5	34 17.0	16 8.0	27 20.5 +++	14 10.9	9 6.4 ---	12 16.9	14 9.7	24 13.4	29 17.6	18 10.1	23 11.6	23 12.2	50 57.5 +++	0 ---
Six to ten times	10 2.5	5 2.5	5 2.5	5 3.8	3 2.3	2 1.4	4 5.6	3 2.1	3 1.7	4 2.4	6 3.4	4 2.0	6 3.2	10 11.5 +++	0 ---
Eleven to 20 times	7 1.7	5 2.5	2 1.0	4 3.0	2 1.6	1 0.7	2 2.8	3 2.1	2 1.1	3 1.8	3 1.7	3 1.5	4 2.1	7 8.0 +++	0 ---
More than 20 times	20 5.0	11 5.5	9 4.5	9 6.8	7 5.5	4 2.8	7 9.9	7 4.8	6 3.4	16 9.7	3 1.7 ---	6 3.0	14 7.4	20 23.0 +++	0 ---
None	314 78.3	145 72.5	169 84.1	87 65.9 ---	102 79.7	125 88.7 +++	46 64.8 ---	118 81.4	144 80.4	113 68.5 ---	148 83.1	163 81.9	141 75.0	0 ---	314 100.0 +++

Riester-Robb
City of Tempe Transit
July 1998
Table 7-1
Ridden Bus in Valley

Have you ever ridden a bus in the Valley?
(Among those who have not ridden a bus in Tempe in the past year)

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Yes	119 37.9	50 34.5	69 40.8	30 34.5	34 33.3	55 44.0	17 37.0	49 41.5	51 35.4	47 41.6	51 34.5	65 39.9	51 36.2	0	119 37.9
No	189 60.2	93 64.1	96 56.8	55 63.2	67 65.7	67 53.6	29 63.0	65 55.1	91 63.2	65 57.5	93 62.8	94 57.7	89 63.1	0	189 60.2
DK/NA	6 1.9	2 1.4	4 2.4	2 2.3	1 1.0	3 2.4	0 ---	4 3.4	2 1.4	1 0.9	4 2.7	4 2.5	1 0.7	0	6 1.9

Riester-Robb
City of Tempe Transit
July 1998
Table 8-1
Thought about Riding Bus

Have you ever thought about riding the bus?
(Among those who have not ridden a bus in the Valley)

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	189 100.0	93 100.0	96 100.0	55 100.0	67 100.0	67 100.0	29 100.0	65 100.0	91 100.0	65 100.0	93 100.0	94 100.0	89 100.0	0	189 100.0
Yes	70 37.0	37 39.8	33 34.4	21 38.2	24 35.8	25 37.3	13 44.8	27 41.5	29 31.9	24 36.9	33 35.5	36 38.3	34 38.2	0	70 37.0
No	114 60.3	53 57.0	61 63.5	32 58.2	40 59.7	42 62.7	15 51.7	37 56.9	59 64.8	37 56.9	60 64.5	57 60.6	52 58.4	0	114 60.3
DK/NA	5 2.6	3 3.2	2 2.1	2 3.6	3 4.5	0 ---	1 3.4	1 1.5	3 3.3	4 6.2	0 ---	1 1.1	3 3.4	0	5 2.6

Riester-Robb
City of Tempe Transit
July 1998
Table 9-1

Reasons not to Ride the Bus - I PREFER TO DRIVE MY CAR

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus. I PREFER TO DRIVE MY CAR

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Agree	250 79.6	120 82.8	130 76.9	73 83.9	82 80.4	95 76.0	36 78.3	94 79.7	115 79.9	92 81.4	114 77.0	125 76.7	117 83.0	0	250 79.6
Disagree	54 17.2	23 15.9	31 18.3	13 14.9	17 16.7	24 19.2	7 15.2	22 18.6	24 16.7	18 15.9	30 20.3	31 19.0	21 14.9	0	54 17.2
DK/NA	10 3.2	2 1.4	8 4.7	1 1.1	3 2.9	6 4.8	3 6.5	2 1.7	5 3.5	3 2.7	4 2.7	7 4.3	3 2.1	0	10 3.2

Riester-Robb

City of Tempe Transit

July 1998

Table 10-1

Reasons not to Ride the Bus - I DON'T KNOW HOW TO USE THE BUS SYSTEM

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus. I DON'T KNOW HOW TO USE THE BUS SYSTEM

	Gender		Age			Education			Income		Marital Status		Bus Rider		
	Total	Men	Women	18-34	35-49	50+	HS or	Some	C11g+	<\$40K	\$40K+	Married	Single	Yes	No
							Less	College							
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0 100.0	314 100.0
Agree	101 32.2	37 25.5	64 37.9	30 34.5	29 28.4	42 33.6	17 37.0	38 32.2	43 29.9	35 31.0	43 29.1	43 26.4	56 39.7	0	101 32.2
Disagree	198 63.1	99 68.3	99 58.6	56 64.4	71 69.6	71 56.8	29 63.0	74 62.7	93 64.6	73 64.6	100 67.6	112 68.7	80 56.7	0	198 63.1
DK/NA	15 4.8	9 6.2	6 3.6	1 1.1	2 2.0	12 9.6	0	6 5.1	8 5.6	5 4.4	5 3.4	8 4.9	5 3.5	0	15 4.8

Riester-Robb

City of Tempe Transit

July 1998

Table 11-1

Reasons not to Ride the Bus - THE BUS STOPS ARE TOO FAR AWAY

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus. THE BUS STOPS ARE TOO FAR AWAY

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Agree	101 32.2	39 26.9	62 36.7	30 34.5	35 34.3	36 28.8	14 30.4	43 36.4	42 29.2	46 40.7	39 26.4	44 27.0	54 38.3	0	101 32.2
Disagree	172 54.8	89 61.4	83 49.1	45 51.7	56 54.9	71 56.8	26 56.5	62 52.5	82 56.9	53 46.9	89 60.1	106 65.0	62 44.0	0	172 54.8
DK/NA	41 13.1	17 11.7	24 14.2	12 13.8	11 10.8	18 14.4	6 13.0	13 11.0	20 13.9	14 12.4	20 13.5	13 8.0	25 17.7	0	41 13.1

Riester-Robb

City of Tempe Transit

July 1998

Table 12-1

Reasons not to Ride the Bus - I DON'T LIKE THE TYPE OF PEOPLE WHO RIDE THE BUS

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus. I DON'T LIKE THE TYPE OF PEOPLE WHO RIDE THE BUS

	Gender		Age			Education			Income		Marital Status		Bus Rider		
	Total	Men	Women	18-34	35-49	50+	HS or	Some	Cllg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
							Less	Collge							
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Agree	25 8.0	14 9.7	11 6.5	13 14.9	5 4.9	7 5.6	3 6.5	10 8.5	11 7.6	11 9.7	14 9.5	12 7.4	13 9.2	0	25 8.0
Disagree	245 78.0	108 74.5	137 81.1	62 71.3	84 82.4	99 79.2	36 78.3	90 76.3	114 79.2	86 76.1	119 80.4	128 78.5	109 77.3	0	245 78.0
DK/NA	44 14.0	23 15.9	21 12.4	12 13.8	13 12.7	19 15.2	7 15.2	18 15.3	19 13.2	16 14.2	15 10.1	23 14.1	19 13.5	0	44 14.0

Riester-Robb

City of Tempe Transit

July 1998

Table 13-1

Reasons not to Ride the Bus - RIDING THE BUS TAKES TOO LONG

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus.
RIDING THE BUS TAKES TOO LONG

	Demographics														
	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Agree	184 58.6	94 64.8	90 53.3	63 72.4 +++	63 61.8	58 46.4	16 34.8	77 65.3	86 59.7	70 61.9	88 59.5	96 58.9	82 58.2	0	184 58.6
Disagree	92 29.3	35 24.1	57 33.7	15 17.2 ---	30 29.4	47 37.6	22 47.8 +++	29 24.6	40 27.8	29 25.7	47 31.8	49 30.1	40 28.4	0	92 29.3
DK/NA	38 12.1	16 11.0	22 13.0	9 10.3	9 8.8	20 16.0	8 17.4	12 10.2	18 12.5	14 12.4	13 8.8	18 11.0	19 13.5	0	38 12.1

Riester-Robb

City of Tempe Transit

July 1998

Table 14-1

Reasons not to Ride the Bus - BUS SERVICE ISN'T FREQUENT ENOUGH

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus.
BUS SERVICE ISN'T FREQUENT ENOUGH

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Agree	169 53.8	73 50.3	96 56.8	52 59.8	51 50.0	66 52.8	18 39.1	63 53.4	85 59.0	63 55.8	86 58.1	86 52.8	79 56.0	0	169 53.8
Disagree	75 23.9	35 24.1	40 23.7	13 14.9	28 27.5	34 27.2	21 45.7	23 19.5	29 20.1	27 23.9	35 23.6	40 24.5	32 22.7	0	75 23.9
DK/NA	70 22.3	37 25.5	33 19.5	22 25.3	23 22.5	25 20.0	7 15.2	32 27.1	30 20.8	23 20.4	27 18.2	37 22.7	30 21.3	0	70 22.3

Riester-Robb
City of Tempe Transit
July 1998
Table 15-1

Reasons not to Ride the Bus - BUSES ARE NOT SAFE

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus. BUSES ARE NOT SAFE

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Agree	34 10.8	11 7.6	23 13.6	9 10.3	7 6.9	18 14.4	7 15.2	16 13.6	11 7.6	12 10.6	17 11.5	20 12.3	13 9.2	0	34 10.8
Disagree	259 82.5	124 85.5	135 79.9	71 81.6	87 85.3	101 80.8	35 76.1	91 77.1	127 88.2	92 81.4	124 83.8	134 82.2	116 82.3	0	259 82.5
DK/NA	21 6.7	10 6.9	11 6.5	7 8.0	8 7.8	6 4.8	4 8.7	11 9.3	6 4.2	9 8.0	7 4.7	9 5.5	12 8.5	0	21 6.7

Riester-Robb

City of Tempe Transit

July 1998

Table 16-1

Reasons not to Ride the Bus - I NEED MY CAR FOR BUSINESS

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus.
I NEED MY CAR FOR BUSINESS

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Agree	165 52.5	89 61.4	76 45.0	53 60.9	61 59.8	51 40.8	19 41.3	59 50.0	81 56.3	53 46.9	91 61.5	83 50.9	77 54.6	0	165 52.5
Disagree	140 44.6	52 35.9	88 52.1	32 36.8	39 38.2	69 55.2	26 56.5	54 45.8	60 41.7	58 51.3	55 37.2	74 45.4	61 43.3	0	140 44.6
DK/NA	9 2.9	4 2.8	5 3.0	2 2.3	2 2.0	5 4.0	1 2.2	5 4.2	3 2.1	2 1.8	2 1.4	6 3.7	3 2.1	0	9 2.9

Riester-Robb

City of Tempe Transit

July 1998

Table 17-1

Reasons not to Ride the Bus - BUSES ARE DIRTY

People tell us different reasons why they do not ride the bus. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not ride the bus.

BUSES ARE DIRTY

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0 100.0	314 100.0
Agree	38 12.1	20 13.8	18 10.7	20 23.0 +++	11 10.8	7 5.6 ---	3 6.5	19 16.1	14 9.7	15 13.3	19 12.8	20 12.3	17 12.1	0	38 12.1
Disagree	209 66.6	95 65.5	114 67.5	50 57.5	68 66.7	91 72.8	30 65.2	75 63.6	101 70.1	72 63.7	105 70.9	115 70.6	87 61.7	0	209 66.6
DK/NA	67 21.3	30 20.7	37 21.9	17 19.5	23 22.5	27 21.6	13 28.3	24 20.3	29 20.1	26 23.0	24 16.2	28 17.2	37 26.2	0	67 21.3

Riester-Robb

City of Tempe Transit

July 1998

Table 18-1

Effectiveness of Benefits - SAVE WEAR AND TEAR ON YOUR CAR

For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

SAVE WEAR AND TEAR ON YOUR CAR

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+	Marrd	Snle	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Very effective	153 48.7	61 42.1	92 54.4	47 54.0	42 41.2	64 51.2	27 58.7	61 51.7	63 43.8	57 50.4	67 45.3	74 45.4	73 51.8	0	153 48.7
Somewhat effective	88 28.0	44 30.3	44 26.0	26 29.9	31 30.4	31 24.8	8 17.4	33 28.0	43 29.9	32 28.3	43 29.1	50 30.7	34 24.1	0	88 28.0
Not very effective	29 9.2	14 9.7	15 8.9	6 6.9	9 8.8	14 11.2	6 13.0	11 9.3	12 8.3	10 8.8	15 10.1	18 11.0	11 7.8	0	29 9.2
Not at all effective	38 12.1	24 16.6	14 8.3	8 9.2	16 15.7	14 11.2	4 8.7	12 10.2	22 15.3	13 11.5	20 13.5	18 11.0	20 14.2	0	38 12.1
DK/NA	6 1.9	2 1.4	4 2.4	0	4 3.9	2 1.6	1 2.2	1 0.8	4 2.8	1 0.9	3 2.0	3 1.8	3 2.1	0	6 1.9

Riester-Robb

City of Tempe Transit

July 1998

Table 19-1

Effectiveness of Benefits - SAVE MONEY ON GAS AND INSURANCE

For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

SAVE MONEY ON GAS AND INSURANCE

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0 100.0	314 100.0
Very effective	142 45.2	61 42.1	81 47.9	43 49.4	42 41.2	57 45.6	22 47.8	53 44.9	66 45.8	53 46.9	63 42.6	65 39.9	70 49.6	0 45.2	142 45.2
Somewhat effective	81 25.8	35 24.1	46 27.2	25 28.7	24 23.5	32 25.6	13 28.3	32 27.1	34 23.6	31 27.4	40 27.0	50 30.7	30 21.3	0 25.8	81 25.8
Not very effective	41 13.1	20 13.8	21 12.4	6 6.9	18 17.6	17 13.6	6 13.0	17 14.4	17 11.8	16 14.2	18 12.2	21 12.9	20 14.2	0 13.1	41 13.1
Not at all effective	46 14.6	28 19.3	18 10.7	13 14.9	18 17.6	15 12.0	5 10.9	14 11.9	25 17.4	11 9.7	26 17.6	24 14.7	20 14.2	0 14.6	46 14.6
DK/NA	4 1.3	1 0.7	3 1.8	0 ---	0 ---	4 3.2	0 ---	2 1.7	2 1.4	2 1.8	1 0.7	3 1.8	1 0.7	0 ---	4 1.3

Riester-Robb

City of Tempe Transit

July 1998

Table 20-1

Effectiveness of Benefits - LOWERS THE POLLUTION IN THE AIR

For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

LOWERS THE POLLUTION IN THE AIR

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Very effective	151 48.1	58 40.0	93 55.0	49 56.3	43 42.2	59 47.2	24 52.2	57 48.3	67 46.5	60 53.1	71 48.0	75 46.0	70 49.6	0	151 48.1
Somewhat effective	88 28.0	41 28.3	47 27.8	21 24.1	31 30.4	36 28.8	11 23.9	32 27.1	44 30.6	31 27.4	37 25.0	45 27.6	42 29.8	0	88 28.0
Not very effective	33 10.5	20 13.8	13 7.7	8 9.2	10 9.8	15 12.0	4 8.7	14 11.9	14 9.7	9 8.0	20 13.5	22 13.5	11 7.8	0	33 10.5
Not at all effective	31 9.9	20 13.8	11 6.5	8 9.2	15 14.7	8 6.4	4 8.7	11 9.3	15 10.4	11 9.7	15 10.1	16 9.8	13 9.2	0	31 9.9
DK/NA	11 3.5	6 4.1	5 3.0	1 1.1	3 2.9	7 5.6	3 6.5	4 3.4	4 2.8	2 1.8	5 3.4	5 3.1	5 3.5	0	11 3.5

Riester-Robb
City of Tempe Transit
July 1998
Table 21-1
Effectiveness of Benefits - RIDING THE BUS IS SAFER

For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

RIDING THE BUS IS SAFER

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Very effective	61 19.4	28 19.3	33 19.5	17 19.5	12 11.8	32 25.6	13 28.3	19 16.1	29 20.1	27 23.9	23 15.5	29 17.8	28 19.9	0	61 19.4
Somewhat effective	112 35.7	52 35.9	60 35.5	30 34.5	36 35.3	46 36.8	16 34.8	48 40.7	44 30.6	42 37.2	53 35.8	61 37.4	48 34.0	0	112 35.7
Not very effective	63 20.1	33 22.8	30 17.8	21 24.1	22 21.6	20 16.0	7 15.2	19 16.1	36 25.0	21 18.6	33 22.3	31 19.0	32 22.7	0	63 20.1
Not at all effective	61 19.4	28 19.3	33 19.5	15 17.2	27 26.5	19 15.2	7 15.2	24 20.3	29 20.1	17 15.0	34 23.0	32 19.6	27 19.1	0	61 19.4
DK/NA	17 5.4	4 2.8	13 7.7	4 4.6	5 4.9	8 6.4	3 6.5	8 6.8	6 4.2	6 5.3	5 3.4	10 6.1	6 4.3	0	17 5.4

Riester-Robb
City of Tempe Transit
July 1998
Table 22-1

Effectiveness of Benefits - RIDING THE BUS REDUCES CONGESTION ON THE STREETS

For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

RIDING THE BUS REDUCES CONGESTION ON THE STREETS

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0 100.0	314 100.0
Very effective	143 45.5	55 37.9	88 52.1	38 43.7	42 41.2	63 50.4	23 50.0	50 42.4	67 46.5	48 42.5	70 47.3	73 44.8	63 44.7	0 45.5	143 45.5
Somewhat effective	105 33.4	51 35.2	54 32.0	34 39.1	37 36.3	34 27.2	14 30.4	43 36.4	45 31.3	42 37.2	47 31.8	52 31.9	50 35.5	0 33.4	105 33.4
Not very effective	29 9.2	17 11.7	12 7.1	9 10.3	9 8.8	11 8.8	6 13.0	9 7.6	14 9.7	10 8.8	14 9.5	14 8.6	15 10.6	0 9.2	29 9.2
Not at all effective	29 9.2	19 13.1	10 5.9	6 6.9	14 13.7	9 7.2	1 2.2	13 11.0	15 10.4	8 7.1	15 10.1	19 11.7	10 7.1	0 9.2	29 9.2
DK/NA	8 2.5	3 2.1	5 3.0	0 ---	0 ---	8 6.4	2 4.3	3 2.5	3 2.1	5 4.4	2 1.4	5 3.1	3 2.1	0 2.5	8 2.5

Riester-Robb
City of Tempe Transit
July 1998
Table 23-1
Local Bus Service - TO AND FROM SHOPPING

From what you know, do you think there currently is local bus service that you could take to get...
TO AND FROM SHOPPING?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+	Marrrd	Snple	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Yes	180 57.3	83 57.2	97 57.4	56 64.4	61 59.8	63 50.4	26 56.5	72 61.0	77 53.5	68 60.2	85 57.4	99 60.7	78 55.3	0	180 57.3
No	86 27.4	44 30.3	42 24.9	20 23.0	25 24.5	41 32.8	12 26.1	27 22.9	46 31.9	29 25.7	44 29.7	44 27.0	39 27.7	0	86 27.4
Don't know	48 15.3	18 12.4	30 17.8	11 12.6	16 15.7	21 16.8	8 17.4	19 16.1	21 14.6	16 14.2	19 12.8	20 12.3	24 17.0	0	48 15.3

Riester-Robb
City of Tempe Transit
July 1998
Table 24-1
Local Bus Service - TO AND FROM SCHOOL

From what you know, do you think there currently is local bus service that you could take to get...
TO AND FROM SCHOOL?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Yes	139 44.3	72 49.7	67 39.6	44 50.6	52 51.0	43 34.4	21 45.7	57 48.3	59 41.0	58 51.3	60 40.5	72 44.2	65 46.1	0	139 44.3
No	86 27.4	35 24.1	51 30.2	20 23.0	26 25.5	40 32.0	9 19.6	30 25.4	45 31.3	25 22.1	47 31.8	50 30.7	31 22.0	0	86 27.4
Don't know	89 28.3	38 26.2	51 30.2	23 26.4	24 23.5	42 33.6	16 34.8	31 26.3	40 27.8	30 26.5	41 27.7	41 25.2	45 31.9	0	89 28.3

Riester-Robb
City of Tempe Transit
July 1998
Table 25-1
Local Bus Service - TO AND FROM WORK

From what you know, do you think there currently is local bus service that you could take to get...
TO AND FROM WORK?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Yes	106 33.8	46 31.7	60 35.5	34 39.1	32 31.4	40 32.0	20 43.5	43 36.4	40 27.8	51 45.1 +++	37 25.0	51 31.3	52 36.9	0	106 33.8
No	152 48.4	79 54.5	73 43.2	38 43.7	60 58.8	54 43.2	21 45.7	48 40.7	80 55.6	45 39.8	86 58.1	86 52.8	61 43.3	0	152 48.4
Don't know	56 17.8	20 13.8	36 21.3	15 17.2	10 9.8	31 24.8	5 10.9	27 22.9	24 16.7	17 15.0	25 16.9	26 16.0	28 19.9	0	56 17.8

Riester-Robb

City of Tempe Transit

July 1998

Table 26-1

Local Bus Service - TO AND FROM SOCIAL OR RECREATIONAL ACTIVITIES

From what you know, do you think there currently is local bus service that you could take to get...
TO AND FROM SOCIAL OR RECREATIONAL ACTIVITIES?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Yes	116 36.9	57 39.3	59 34.9	32 36.8	45 44.1	39 31.2	16 34.8	47 39.8	52 36.1	40 35.4	57 38.5	63 38.7	51 36.2	0	116 36.9
No	120 38.2	62 42.8	58 34.3	33 37.9	40 39.2	47 37.6	17 37.0	41 34.7	60 41.7	45 39.8	63 42.6	67 41.1	49 34.8	0	120 38.2
Don't know	78 24.8	26 17.9	52 30.8	22 25.3	17 16.7	39 31.2	13 28.3	30 25.4	32 22.2	28 24.8	28 18.9	33 20.2	41 29.1	0	78 24.8

Riester-Robb
City of Tempe Transit
July 1998
Table 27-1
Circumstance to Consider

Under what circumstances do you think you would consider taking the bus?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Better bus system, i.e., more reliable, ran more often, more stops/routes, overall improvement	102 25.4	46 23.0	56 27.9	21 15.9	33 25.8	48 34.0	22 31.0	30 20.7	49 27.4	36 21.8	51 28.7	55 27.6	43 22.9	0 ---	102 32.5 +++
If car breaks down	54 13.5	21 10.5	33 16.4	24 18.2	19 14.8	11 7.8	7 9.9	20 13.8	25 14.0	24 14.5	22 12.4	24 12.1	28 14.9	0 ---	54 17.2
None, wouldn't ride the bus	47 11.7	26 13.0	21 10.4	15 11.4	14 10.9	18 12.8	3 4.2	16 11.0	28 15.6	12 7.3	26 14.6	21 10.6	23 12.2	0 ---	47 15.0
If no other mode of transportation is available	41 10.2	18 9.0	23 11.4	10 7.6	17 13.3	14 9.9	4 5.6	17 11.7	19 10.6	12 7.3	21 11.8	25 12.6	16 8.5	0 ---	41 13.1
If didn't own a car	36 9.0	18 9.0	18 9.0	15 11.4	12 9.4	9 6.4	6 8.5	15 10.3	14 7.8	17 10.3	14 7.9	19 9.5	17 9.0	0 ---	36 11.5
If going to an event that has or may have parking problems, ex, sporting event, concert	12 3.0	7 3.5	5 2.5	1 0.8	4 3.1	7 5.0	1 1.4	6 4.1	5 2.8	4 2.4	7 3.9	8 4.0	4 2.1	0 ---	12 3.8
Convenience, if it's faster than a car	7 1.7	3 1.5	4 2.0	2 1.5	2 1.6	3 2.1	0 ---	4 2.8	2 1.1	2 1.2	4 2.2	1 0.5	5 2.7	0 ---	7 2.2
To go shopping, malls	7 1.7	3 1.5	4 2.0	1 0.8	1 0.8	5 3.5	2 2.8	3 2.1	2 1.1	3 1.8	2 1.1	4 2.0	3 1.6	0 ---	7 2.2
If job was far away, saves wear and tear on car	7 1.7	3 1.5	4 2.0	3 2.3	2 1.6	2 1.4	0 ---	5 3.4	2 1.1	2 1.2	4 2.2	3 1.5	4 2.1	0 ---	7 2.2

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 27-1
Circumstance to Consider

Under what circumstances do you think you would consider taking the bus?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Not sure, can't say	7 1.7	3 1.5	4 2.0	0 ---	2 1.6	5 3.5	1 1.4	5 3.4	1 0.6	1 0.6	2 1.1	5 2.5	2 1.1	0 ---	7 2.2
If it was forced, by law, by gun point	6 1.5	6 3.0	0 ---	0 ---	4 3.1	2 1.4	1 1.4	1 0.7	4 2.2	2 1.2	3 1.7	2 1.0	4 2.1	0 ---	6 1.9
Maybe a daytime, day off activity, for recreation	6 1.5	1 0.5	5 2.5	2 1.5	2 1.6	2 1.4	1 1.4	2 1.4	2 1.1	2 1.2	4 2.2	4 2.0	2 1.1	0 ---	6 1.9
If bus stops had shade, don't like waiting in heat	6 1.5	1 0.5	5 2.5	3 2.3	0 ---	3 2.1	0 ---	2 1.4	4 2.2	3 1.8	3 1.7	4 2.0	2 1.1	0 ---	6 1.9
Don't feel safe riding the bus or waiting at terminal	6 1.5	1 0.5	5 2.5	0 ---	4 3.1	2 1.4	3 4.2	3 2.1	0 ---	2 1.2	2 1.1	5 2.5	1 0.5	0 ---	6 1.9
A better explanation of the system, how to use the bus	6 1.5	4 2.0	2 1.0	2 1.5	2 1.6	2 1.4	0 ---	4 2.8	2 1.1	3 1.8	2 1.1	3 1.5	3 1.6	0 ---	6 1.9
Would take if able to walk better	5 1.2	0 ---	5 2.5	0 ---	0 ---	5 3.5	3 4.2	0 ---	2 1.1	2 1.2	0 ---	1 0.5	4 2.1	0 ---	5 1.6
Would not ride bus, too hot to walk to bus stop	4 1.0	1 0.5	3 1.5	3 2.3	0 ---	1 0.7	1 1.4	2 1.4	1 0.6	3 1.8	1 0.6	3 1.5	1 0.5	0 ---	4 1.3
If bike was broken	4 1.0	3 1.5	1 0.5	2 1.5	1 0.8	1 0.7	0 ---	2 1.4	1 0.6	4 2.4	0 ---	1 0.5	3 1.6	0 ---	4 1.3
Plan on riding the bus soon, more relaxing, can study, read, nap	4 1.0	1 0.5	3 1.5	1 0.8	1 0.8	2 1.4	1 1.4	1 0.7	2 1.1	2 1.2	1 0.6	0 ---	4 2.1	0 ---	4 1.3
If unable to drive, as in being handicapped	4 1.0	3 1.5	1 0.5	0 ---	0 ---	4 2.8	1 1.4	2 1.4	1 0.6	3 1.8	0 ---	3 1.5	1 0.5	0 ---	4 1.3

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 27-1
Circumstance to Consider

Under what circumstances do you think you would consider taking the bus?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
If it was cheaper	4 1.0	3 1.5	1 0.5	1 0.8	1 0.8	2 1.4	1 1.4	3 2.1	0	1 0.6	2 1.1	4 2.0	0	0	4 1.3
Too old to ride the bus	3 0.7	0	3 1.5	0	0	3 2.1	1 1.4	1 0.7	1 0.6	1 0.6	0	0	3 1.6	0	3 1.0
If bus ran 24 hours a day	3 0.7	2 1.0	1 0.5	1 0.8	1 0.8	1 0.7	1 1.4	1 0.7	1 0.6	2 1.2	1 0.6	1 0.5	2 1.1	0	3 1.0
If destination is too far to walk, might ride the bus	2 0.5	0	2 1.0	2 1.5	0	0	0	2 1.4	0	2 1.2	0	0	2 1.1	0	2 0.6
If buses were cleaner, cooler	2 0.5	1 0.5	1 0.5	0	0	2 1.4	0	0	2 1.1	1 0.6	1 0.6	0	2 1.1	0	2 0.6
If it ran on natural gas, better to curb pollution	2 0.5	1 0.5	1 0.5	1 0.8	0	1 0.7	0	1 0.7	1 0.6	1 0.6	0	0	2 1.1	0	2 0.6
Would like to ride the bus, but unable to, non-specific	2 0.5	1 0.5	1 0.5	0	0	2 1.4	0	0	2 1.1	0	2 1.1	2 1.0	0	0	2 0.6
If had a job closer to home	2 0.5	2 1.0	0	1 0.8	1 0.8	0	0	2 1.4	0	1 0.6	1 0.6	1 0.5	1 0.5	0	2 0.6
Develop a monorail system, different type of bus system	2 0.5	0	2 1.0	1 0.8	0	1 0.7	0	2 1.4	0	1 0.6	1 0.6	1 0.5	1 0.5	0	2 0.6
Hard to take bus, don't have set work schedule, work different job sites	2 0.5	2 1.0	0	0	2 1.6	0	2 2.8	0	0	0	2 1.1	2 1.0	0	0	2 0.6
Less expensive to take the bus	1 0.2	1 0.5	0	0	0	1 0.7	0	0	1 0.6	0	1 0.6	0	1 0.5	0	1 0.3

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 27-1
Circumstance to Consider

Under what circumstances do you think you would consider taking the bus?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
If it became too much of a hassle to drive, non-specific	1 0.2	1 0.5	0	0	1 0.8	0	0	1 0.7	0	0	1 0.6	0	1 0.5	0	1 0.3
When it becomes too dangerous to drive, road rage a la Mad Max	1 0.2	0	1 0.5	0	0	1 0.7	0	1 0.7	0	0	0	0	1 0.5	0	1 0.3
Would take if bus went to hospital	1 0.2	1 0.5	0	0	0	1 0.7	0	0	1 0.6	0	1 0.6	1 0.5	0	0	1 0.3
Would use bus if didn't have to go to work	1 0.2	1 0.5	0	1 0.8	0	0	0	0	1 0.6	1 0.6	0	0	1 0.5	0	1 0.3
Maybe introduce some sort of incentives	1 0.2	1 0.5	0	0	1 0.8	0	1 1.4	0	0	0	0	1 0.5	0	0	1 0.3
Might take if it's raining	1 0.2	1 0.5	0	0	1 0.8	0	0	0	1 0.6	1 0.6	0	0	1 0.5	0	1 0.3
Better marketing tactics, people need a reason to park their cars	1 0.2	0	1 0.5	0	0	1 0.7	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3
Tempe bus is inconvenient	1 0.2	1 0.5	0	0	0	1 0.7	0	1 0.7	0	1 0.6	0	1 0.5	0	0	1 0.3
If there was a gas shortage	1 0.2	1 0.5	0	0	1 0.8	0	0	0	0	0	1 0.6	1 0.5	0	0	1 0.3
If lost driver's license or license suspended	1 0.2	1 0.5	0	1 0.8	0	0	0	1 0.7	0	0	0	0	1 0.5	0	1 0.3

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 27-1
Circumstance to Consider

Under what circumstances do you think you would consider taking the bus?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Maybe use it on an alternative mode of transportation day	1 0.2	0	1 0.5	1 0.8	0	0	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3
Can't take bus due to motion sickness	1 0.2	0	1 0.5	0	1 0.8	0	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3
Like the bike on board feature	1 0.2	0	1 0.5	1 0.8	0	0	0	0	1 0.6	1 0.6	0	0	1 0.5	0	1 0.3
If broke, too poor to buy gas	1 0.2	0	1 0.5	1 0.8	0	0	0	0	1 0.6	1 0.6	0	1 0.5	0	0	1 0.3
If the quality of people who ride the bus improves	1 0.2	1 0.5	0	0	1 0.8	0	0	0	1 0.6	0	1 0.6	1 0.5	0	0	1 0.3
NA/Refused	3 0.7	1 0.5	2 1.0	0	2 1.6	1 0.7	0	1 0.7	1 0.6	0	2 1.1	2 1.0	0	0	3 1.0

Riester-Robb
City of Tempe Transit
July 1998
Table 28-1
Daily Routine

Do you think taking the bus would affect your daily routine?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Yes	221 70.4	98 67.6	123 72.8	72 82.8 +++	80 78.4	69 55.2 ---	25 54.3 ---	80 67.8	111 77.1	75 66.4	112 75.7	117 71.8	97 68.8	0	221 70.4
No	83 26.4	42 29.0	41 24.3	13 14.9 ---	20 19.6	50 40.0 +++	20 43.5 +++	32 27.1	30 20.8	32 28.3	33 22.3	40 24.5	40 28.4	0	83 26.4
DK/NA	10 3.2	5 3.4	5 3.0	2 2.3	2 2.0	6 4.8	1 2.2	6 5.1	3 2.1	6 5.3	3 2.0	6 3.7	4 2.8	0	10 3.2

Riester-Robb
City of Tempe Transit
July 1998
Table 29-1
What Way Affect Routine

In what way would this affect your routine?
(Among those who said taking the bus would affect their daily routine)

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Takes too long, would have to allow more time for trip	107 26.7	39 19.5	68 33.8	36 27.3	41 32.0	30 21.3	10 14.1	45 31.0	47 26.3	37 22.4	53 29.8	59 29.6	43 22.9	0 ---	107 34.1 +++
Couldn't come and go as I please, need car for work	30 7.5	14 7.0	16 8.0	10 7.6	10 7.8	10 7.1	2 2.8	13 9.0	15 8.4	8 4.8	19 10.7	15 7.5	15 8.0	0 ---	30 9.6
Would be hard to change schedule to accommodate bus schedule	23 5.7	11 5.5	12 6.0	9 6.8	10 7.8	4 2.8	4 5.6	2 1.4	17 9.5	8 4.8	12 6.7	12 6.0	11 5.9	0 ---	23 7.3
Inconvenient, don't travel same place/ time everyday	23 5.7	7 3.5	16 8.0	4 3.0	10 7.8	9 6.4	3 4.2	9 6.2	10 5.6	7 4.2	12 6.7	15 7.5	7 3.7	0 ---	23 7.3
Wouldn't go exactly to destination, would have to walk to/from destination	12 3.0	5 2.5	7 3.5	3 2.3	4 3.1	5 3.5	4 5.6	2 1.4	6 3.4	6 3.6	5 2.8	6 3.0	6 3.2	0 ---	12 3.8
Couldn't depend on bus to be on time	12 3.0	7 3.5	5 2.5	3 2.3	6 4.7	3 2.1	2 2.8	5 3.4	5 2.8	4 2.4	4 2.2	7 3.5	5 2.7	0 ---	12 3.8
Too hot outside to take the bus, you have to wait a lot	11 2.7	3 1.5	8 4.0	2 1.5	5 3.9	4 2.8	0 ---	3 2.1	8 4.5	3 1.8	7 3.9	7 3.5	3 1.6	0 ---	11 3.5
Would have to plan ahead of time	10 2.5	4 2.0	6 3.0	3 2.3	4 3.1	3 2.1	0 ---	4 2.8	6 3.4	4 2.4	6 3.4	5 2.5	5 2.7	0 ---	10 3.2
Wouldn't be able to carry a lot of stuff	5 1.2	3 1.5	2 1.0	1 0.8	2 1.6	2 1.4	3 4.2	0 ---	2 1.1	0 ---	5 2.8	4 2.0	1 0.5	0 ---	5 1.6

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 29-1
What Way Affect Routine

In what way would this affect your routine?
(Among those who said taking the bus would affect their daily routine)

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Doesn't run early/late enough	5 1.2	5 2.5	0	4 3.0	1 0.8	0	1 1.4	3 2.1	1 0.6	2 1.2	3 1.7	3 1.5	2 1.1	0	5 1.6
I would have to make too many connections/transfers	4 1.0	1 0.5	3 1.5	2 1.5	1 0.8	1 0.7	0	1 0.7	3 1.7	2 1.2	2 1.1	3 1.5	1 0.5	0	4 1.3
Unable to ride bus (general)	3 0.7	1 0.5	2 1.0	0	1 0.8	2 1.4	1 1.4	1 0.7	1 0.6	1 0.6	1 0.6	0	3 1.6	0	3 1.0
Doesn't go where I need to go	3 0.7	3 1.5	0	0	1 0.8	2 1.4	0	0	3 1.7	0	2 1.1	0	3 1.6	0	3 1.0
More relaxing	3 0.7	2 1.0	1 0.5	1 0.8	1 0.8	1 0.7	0	0	3 1.7	1 0.6	0	1 0.5	2 1.1	0	3 1.0
May arrive sooner than expected	2 0.5	1 0.5	1 0.5	2 1.5	0	0	0	2 1.4	0	2 1.2	0	0	2 1.1	0	2 0.6
Makes my day more routine, more on a set schedule	2 0.5	0	2 1.0	1 0.8	0	1 0.7	0	1 0.7	1 0.6	0	2 1.1	1 0.5	1 0.5	0	2 0.6
Wouldn't make as many side trips after work	1 0.2	1 0.5	0	0	1 0.8	0	0	0	1 0.6	0	0	0	0	0	1 0.3
Enjoy operating a motor vehicle	1 0.2	1 0.5	0	1 0.8	0	0	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3
Too stressful, worrying about catching bus	1 0.2	0	1 0.5	0	1 0.8	0	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 29-1
What Way Affect Routine

In what way would this affect your routine?
(Among those who said taking the bus would affect their daily routine)

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Reduce wear and tear on my vehicle	1 0.2	1 0.5	0	0	0	1 0.7	0	0	1 0.6	0	1 0.6	1 0.5	0	0	1 0.3
Difficult if you have to drop off children at daycare	1 0.2	0	1 0.5	1 0.8	0	0	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3
DK/NA/Refused	12 3.0	11 5.5	1 0.5	3 2.3	5 3.9	4 2.8	0	3 2.1	9 5.0	2 1.2	9 5.1	6 3.0	6 3.2	0	12 3.8

Riester-Robb
City of Tempe Transit
July 1998
Table 30-1
Getting Information

If you were interested in riding a bus in Tempe, how would you go about getting information about the system?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	314 100.0	145 100.0	169 100.0	87 100.0	102 100.0	125 100.0	46 100.0	118 100.0	144 100.0	113 100.0	148 100.0	163 100.0	141 100.0	0	314 100.0
Call Metro/bus system	118 37.6	48 33.1	70 41.4	20 23.0	41 40.2	57 45.6	20 43.5	49 41.5	48 33.3	44 38.9	55 37.2	63 38.7	51 36.2	0	118 37.6
Call City of Tempe	82 26.1	38 26.2	44 26.0	17 19.5	30 29.4	35 28.0	16 34.8	28 23.7	37 25.7	34 30.1	36 24.3	49 30.1	30 21.3	0	82 26.1
Look for a Bus Book	54 17.2	22 15.2	32 18.9	15 17.2	16 15.7	23 18.4	11 23.9	22 18.6	20 13.9	20 17.7	28 18.9	28 17.2	23 16.3	0	54 17.2
Yellow Pages	23 7.3	12 8.3	11 6.5	13 14.9	6 5.9	4 3.2	3 6.5	9 7.6	11 7.6	9 8.0	13 8.8	10 6.1	13 9.2	0	23 7.3
Public Library	15 4.8	6 4.1	9 5.3	7 8.0	5 4.9	3 2.4	0 ---	5 4.2	8 5.6	5 4.4	6 4.1	8 4.9	6 4.3	0	15 4.8
Ask a friend	7 2.2	4 2.8	3 1.8	3 3.4	2 2.0	2 1.6	0 ---	3 2.5	4 2.8	1 0.9	6 4.1	5 3.1	2 1.4	0	7 2.2
City of Chamber of Commerce	7 2.2	4 2.8	3 1.8	1 1.1	2 2.0	4 3.2	0 ---	0 ---	6 4.2	2 1.8	4 2.7	2 1.2	4 2.8	0	7 2.2
Bus Driver	5 1.6	5 3.4	0 ---	2 2.3	1 1.0	2 1.6	1 2.2	1 0.8	3 2.1	2 1.8	2 1.4	3 1.8	2 1.4	0	5 1.6
On the computer, get on-line	5 1.6	1 0.7	4 2.4	0 ---	3 2.9	2 1.6	0 ---	1 0.8	4 2.8	0 ---	5 3.4	4 2.5	1 0.7	0	5 1.6
ASU	3 1.0	3 2.1	0 ---	2 2.3	0 ---	1 0.8	0 ---	1 0.8	2 1.4	2 1.8	0 ---	2 1.2	1 0.7	0	3 1.0

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 30-1
Getting Information

If you were interested in riding a bus in Tempe, how would you go about getting information about the system?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Grocery Store	3 1.0	3 2.1	0	1 1.1	1 1.0	1 0.8	0	0	3 2.1	0	2 1.4	3 1.8	0	0	3 1.0
Public place (general)	3 1.0	0	3 1.8	0	1 1.0	2 1.6	0	1 0.8	2 1.4	0	2 1.4	1 0.6	2 1.4	0	3 1.0
City Hall	3 1.0	3 2.1	0	0	1 1.0	2 1.6	0	0	3 2.1	0	2 1.4	2 1.2	1 0.7	0	3 1.0
Inserts in Tempe water bill	2 0.6	0	2 1.2	0	0	2 1.6	0	1 0.8	1 0.7	0	1 0.7	1 0.6	1 0.7	0	2 0.6
Office in my apt. complex	2 0.6	0	2 1.2	0	0	2 1.6	0	1 0.8	1 0.7	0	1 0.7	0	2 1.4	0	2 0.6
Post Office	2 0.6	1 0.7	1 0.6	0	0	2 1.6	0	0	2 1.4	1 0.9	0	0	2 1.4	0	2 0.6
Circle K	2 0.6	2 1.4	0	0	1 1.0	1 0.8	1 2.2	0	1 0.7	0	1 0.7	1 0.6	1 0.7	0	2 0.6
Call A.D.O.T.	2 0.6	1 0.7	1 0.6	1 1.1	0	1 0.8	0	1 0.8	1 0.7	1 0.9	1 0.7	1 0.6	1 0.7	0	2 0.6
Bank	1 0.3	1 0.7	0	0	0	1 0.8	0	0	1 0.7	0	0	1 0.6	0	0	1 0.3
Ask a bus rider	1 0.3	0	1 0.6	0	0	1 0.8	1 2.2	0	0	0	1 0.7	1 0.6	0	0	1 0.3
Ask a family member	1 0.3	1 0.7	0	0	1 1.0	0	1 2.2	0	0	1 0.9	0	1 0.6	0	0	1 0.3

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 30-1
Getting Information

If you were interested in riding a bus in Tempe, how would you go about getting information about the system?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Newspaper	1 0.3	1 0.7	0	0	1 1.0	0	0	1 0.8	0	1 0.9	0	1 0.6	0	0	1 0.3
Tourist Kiosk	1 0.3	0	1 0.6	1 1.1	0	0	0	0	1 0.7	1 0.9	0	1 0.6	0	0	1 0.3
Work	1 0.3	0	1 0.6	1 1.1	0	0	0	1 0.8	0	0	1 0.7	1 0.6	0	0	1 0.3
DK/NA/Refused	1 0.3	1 0.7	0	0	1 1.0	0	0	0	1 0.7	0	1 0.7	1 0.6	0	0	1 0.3

Riester-Robb
City of Tempe Transit
July 1998
Table 31-1
Time Using Transit System

How long have you been using the transit system in Tempe?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Less than a month	14 16.1	10 18.2	4 12.5	9 20.0	3 11.5	2 12.5	7 28.0	2 7.4	5 14.3	10 19.2	3 10.0	3 8.3	8 17.0	14 16.1	0
1 to 3 months	5 5.7	3 5.5	2 6.3	4 8.9	0 ---	1 6.3	0 ---	5 18.5	0 ---	3 5.8	1 3.3	1 2.8	3 6.4	5 5.7	0
4 to 6 months	4 4.6	3 5.5	1 3.1	2 4.4	1 3.8	1 6.3	1 4.0	1 3.7	2 5.7	1 1.9	2 6.7	3 8.3	1 2.1	4 4.6	0
7 to 12 months	4 4.6	2 3.6	2 6.3	1 2.2	3 11.5	0 ---	1 4.0	2 7.4	1 2.9	2 3.8	2 6.7	1 2.8	3 6.4	4 4.6	0
1 to 2 years	18 20.7	12 21.8	6 18.8	11 24.4	5 19.2	2 12.5	6 24.0	5 18.5	7 20.0	11 21.2	6 20.0	5 13.9	13 27.7	18 20.7	0
More than 2 years	38 43.7	22 40.0	16 50.0	17 37.8	14 53.8	7 43.8	9 36.0	12 44.4	17 48.6	24 46.2	13 43.3	19 52.8	19 40.4	38 43.7	0
DK/NA	4 4.6	3 5.5	1 3.1	1 2.2	0 ---	3 18.8	1 4.0	0 ---	3 8.6	1 1.9	3 10.0	4 11.1	0 ---	4 4.6	0

Riester-Robb
City of Tempe Transit
July 1998
Table 32-1
Main Reason Ride Bus

What is the main reason you ride the bus?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Don't have a car	26 29.9	22 40.0	4 12.5	16 35.6	7 26.9	3 18.8	11 44.0	10 37.0	5 14.3	19 36.5	4 13.3	6 16.7	19 40.4	26 29.9	0
Convenient	18 20.7	10 18.2	8 25.0	9 20.0	6 23.1	3 18.8	5 20.0	5 18.5	8 22.9	8 15.4	9 30.0	7 19.4	11 23.4	18 20.7	0
Don't have a driver's license	2 2.3	1 1.8	1 3.1	0	1 3.8	1 6.3	1 4.0	0	1 2.9	1 1.9	1 3.3	1 2.8	1 2.1	2 2.3	0
Protects the environment	2 2.3	1 1.8	1 3.1	1 2.2	0	1 6.3	1 4.0	0	1 2.9	1 1.9	1 3.3	2 5.6	0	2 2.3	0
Saves money	2 2.3	2 3.6	0	0	0	2 12.5	1 4.0	0	1 2.9	1 1.9	1 3.3	2 5.6	0	2 2.3	0
Saves wear and tear on my car	1 1.1	0	1 3.1	1 2.2	0	0	1 4.0	0	0	1 1.9	0	1 2.8	0	1 1.1	0
Other <<Specify>>	35 40.2	18 32.7	17 53.1	17 37.8	12 46.2	6 37.5	5 20.0	12 44.4	18 51.4	20 38.5	14 46.7	17 47.2	16 34.0	35 40.2	0
DK/NA	1 1.1	1 1.8	0	1 2.2	0	0	0	0	1 2.9	1 1.9	0	0	0	1 1.1	0

Riester-Robb
City of Tempe Transit
July 1998
Table 33-1
Where go on Bus

Where do you go when you ride the bus?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Work	23 26.4	16 29.1	7 21.9	17 37.8	6 23.1	0 ---	9 36.0	11 40.7	3 8.6	16 30.8	7 23.3	9 25.0	14 29.8	23 26.4	0
ASU	22 25.3	10 18.2	12 37.5	11 24.4	8 30.8	3 18.8	3 12.0	4 14.8	15 42.9	11 21.2	11 36.7	15 41.7	6 12.8	22 25.3	0
Shopping	21 24.1	15 27.3	6 18.8	14 31.1	4 15.4	3 18.8	9 36.0	9 33.3	3 8.6	15 28.8	5 16.7	3 8.3	18 38.3	21 24.1	0
Errands	9 10.3	5 9.1	4 12.5	4 8.9	4 15.4	1 6.3	4 16.0	3 11.1	2 5.7	5 9.6	2 6.7	2 5.6	6 12.8	9 10.3	0
Visit Friends/Family	9 10.3	7 12.7	2 6.3	6 13.3	2 7.7	1 6.3	4 16.0	4 14.8	1 2.9	6 11.5	2 6.7	1 2.8	8 17.0	9 10.3	0
Recreational Activities	6 6.9	2 3.6	4 12.5	4 8.9	1 3.8	1 6.3	2 8.0	0 ---	4 11.4	2 3.8	4 13.3	3 8.3	3 6.4	6 6.9	0
Medical appointment	5 5.7	2 3.6	3 9.4	2 4.4	1 3.8	2 12.5	3 12.0	1 3.7	1 2.9	4 7.7	1 3.3	2 5.6	2 4.3	5 5.7	0
Community College	2 2.3	2 3.6	0	2 4.4	0	0	0	2 7.4	0	0	2 6.7	0	2 4.3	2 2.3	0
High School	2 2.3	2 3.6	0	2 4.4	0	0	1 4.0	1 3.7	0	1 1.9	1 3.3	0	2 4.3	2 2.3	0
Job interviews	2 2.3	1 1.8	1 3.1	1 2.2	1 3.8	0	1 4.0	1 3.7	0	1 1.9	1 3.3	1 2.8	1 2.1	2 2.3	0

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 33-1
Where go on Bus

Where do you go when you ride the bus?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Downtown Tempe (general)	2 2.3	0	2 6.3	0	1 3.8	1 6.3	0	0	2 5.7	0	2 6.7	2 5.6	0	2 2.3	0
Anywhere I need to go (general)	1 1.1	1 1.8	0	0	1 3.8	0	0	0	1 2.9	0	1 3.3	0	1 2.1	1 1.1	0
Home	1 1.1	1 1.8	0	0	1 3.8	0	1 4.0	0	0	1 1.9	0	1 2.8	0	1 1.1	0

Riester-Robb
City of Tempe Transit
July 1998
Table 34-1
Do while on Bus

What do you do while you are riding the bus?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Nothing/look out window	46 52.9	28 50.9	18 56.3	24 53.3	15 57.7	7 43.8	14 56.0	14 51.9	18 51.4	27 51.9	14 46.7	18 50.0	25 53.2	46 52.9	0
Read a book	21 24.1	7 12.7	14 43.8	11 24.4	4 15.4	6 37.5	5 20.0	7 25.9	9 25.7	13 25.0	7 23.3	11 30.6	9 19.1	21 24.1	0
			+++												
Read newspaper/ magazine	12 13.8	9 16.4	3 9.4	4 8.9	6 23.1	2 12.5	5 20.0	2 7.4	5 14.3	9 17.3	3 10.0	5 13.9	7 14.9	12 13.8	0
Talk to other riders	10 11.5	8 14.5	2 6.3	2 4.4	4 15.4	4 25.0	3 12.0	2 7.4	5 14.3	4 7.7	5 16.7	3 8.3	7 14.9	10 11.5	0
Work/study	4 4.6	2 3.6	2 6.3	4 8.9	0 ---	0 ---	1 4.0	2 7.4	1 2.9	2 3.8	2 6.7	0 ---	4 8.5	4 4.6	0
Listen to music	4 4.6	3 5.5	1 3.1	3 6.7	1 3.8	0 ---	0 ---	3 11.1	1 2.9	3 5.8	1 3.3	1 2.8	3 6.4	4 4.6	0
Sleep	2 2.3	2 3.6	0 ---	1 2.2	0 ---	1 6.3	1 4.0	0 ---	1 2.9	2 3.8	0 ---	0 ---	2 4.3	2 2.3	0
People watch	1 1.1	0 ---	1 3.1	1 2.2	0 ---	0 ---	1 4.0	0 ---	0 ---	0 ---	1 3.3	0 ---	1 2.1	1 1.1	0
Talk to bus driver	1 1.1	1 1.8	0 ---	1 2.2	0 ---	0 ---	0 ---	0 ---	1 2.9	1 1.9	0 ---	0 ---	1 2.1	1 1.1	0
Relax/kick back	1 1.1	1 1.8	0 ---	0 ---	1 3.8	0 ---	1 4.0	0 ---	0 ---	1 1.9	0 ---	0 ---	1 2.1	1 1.1	0

Riester-Robb
City of Tempe Transit
July 1998
Table 35-1
Alternate Transportation

How would you make the trips that you currently use the bus for if there were not transit service in Tempe?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snlge	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Drive myself	33 37.9	19 34.5	14 43.8	14 31.1	11 42.3	8 50.0	8 32.0	5 18.5	20 57.1	16 30.8	16 53.3	22 61.1	10 21.3	33 37.9	0
Get a ride from someone else	25 28.7	13 23.6	12 37.5	16 35.6	7 26.9	2 12.5	7 28.0	8 29.6	10 28.6	17 32.7	7 23.3	7 19.4	16 34.0	25 28.7	0
Ride a bike	19 21.8	15 27.3	4 12.5	15 33.3	2 7.7	2 12.5	5 20.0	9 33.3	5 14.3	10 19.2	8 26.7	7 19.4	12 25.5	19 21.8	0
Walk	14 16.1	11 20.0	3 9.4	9 20.0	5 19.2	0	6 24.0	7 25.9	1 2.9	5 9.6	8 26.7	2 5.6	12 25.5	14 16.1	0
Not go	9 10.3	5 9.1	4 12.5	3 6.7	3 11.5	3 18.8	5 20.0	2 7.4	2 5.7	5 9.6	2 6.7	4 11.1	4 8.5	9 10.3	0
Call a taxi/ dial-a-ride	6 6.9	4 7.3	2 6.3	1 2.2	3 11.5	2 12.5	1 4.0	3 11.1	2 5.7	4 7.7	0	2 5.6	3 6.4	6 6.9	0

Riester-Robb
City of Tempe Transit
July 1998
Table 36-1
Information about Bus

How did you get information about the transit services in Tempe for the first time you rode a bus in the city?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Call Valley Metro/ bus system	23 26.4	14 25.5	9 28.1	11 24.4	9 34.6	3 18.8	5 20.0	5 18.5	13 37.1	13 25.0	7 23.3	13 36.1	9 19.1	23 26.4	0
Ask friend	20 23.0	15 27.3	5 15.6	13 28.9	3 11.5	4 25.0	10 40.0	4 14.8	6 17.1	13 25.0	7 23.3	6 16.7	14 29.8	20 23.0	0
Look for a Bus Book	19 21.8	10 18.2	9 28.1	12 26.7	6 23.1	1 6.3	4 16.0	9 33.3	6 17.1	14 26.9	4 13.3	4 11.1	15 31.9	19 21.8	0
Got on bus and asked driver	10 11.5	8 14.5	2 6.3	4 8.9	3 11.5	3 18.8	5 20.0	4 14.8	1 2.9	6 11.5	4 13.3	5 13.9	5 10.6	10 11.5	0
Family member	5 5.7	4 7.3	1 3.1	3 6.7	1 3.8	1 6.3	3 12.0	0	2 5.7	2 3.8	2 6.7	2 5.6	3 6.4	5 5.7	0
Call City of Tempe	4 4.6	2 3.6	2 6.3	2 4.4	1 3.8	1 6.3	1 4.0	1 3.7	2 5.7	4 7.7	0	2 5.6	2 4.3	4 4.6	0
Library	4 4.6	1 1.8	3 9.4	2 4.4	2 7.7	0	0	1 3.7	3 8.6	2 3.8	2 6.7	3 8.3	1 2.1	4 4.6	0
High School	1 1.1	1 1.8	0	1 2.2	0	0	0	1 3.7	0	0	1 3.3	0	1 2.1	1 1.1	0
Got on computer, on line	1 1.1	1 1.8	0	0	0	1 6.3	0	0	1 2.9	0	1 3.3	1 2.8	0	1 1.1	0
Newscast	1 1.1	1 1.8	0	0	1 3.8	0	0	1 3.7	0	1 1.9	0	1 2.8	0	1 1.1	0

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 36-1
Information about Bus

How did you get information about the transit services in Tempe for the first time you rode a bus in the city?

	Gender		Age			Education			Income		Marital Status		Bus Rider		
	Total	Men	Women	18-34	35-49	50+	HS or	Some	Cllg+	<\$40K	\$40K+	Married	Single	Yes	No
							Less	Collge							
DK/NA/Refused	2	0	2	0	0	2	1	0	1	2	0	0	0	2	0
	2.3		6.3			12.5	4.0		2.9	3.8				2.3	

Riester-Robb

City of Tempe Transit

July 1998

Table 37-1

Perceptions of Buses and Bus Riders - IT'S CONFUSING TO USE THE BUS SYSTEM

People who do not ride the bus have perceptions of buses and bus riders that may or may not be true. I will read you some statements, and would like you to tell me, based on your experience riding the bus, whether you agree or disagree with the comments

IT'S CONFUSING TO USE THE BUS SYSTEM

	Gender		Age			Education			Income		Marital Status		Bus Rider		
	Total	Men	Women	18-34	35-49	50+	HS or	Some	Cllg+	<\$40K	\$40K+	Married	Single	Yes	No
							Less	Collge							
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Yes, agree	27 31.0	15 27.3	12 37.5	14 31.1	10 38.5	3 18.8	8 32.0	9 33.3	10 28.6	13 25.0	11 36.7	15 41.7	12 25.5	27 31.0	0
No, disagree	58 66.7	39 70.9	19 59.4	31 68.9	15 57.7	12 75.0	16 64.0	18 66.7	24 68.6	38 73.1	18 60.0	20 55.6	34 72.3	58 66.7	0
DK/NA	2 2.3	1 1.8	1 3.1	0	1 3.8	1 6.3	1 4.0	0	1 2.9	1 1.9	1 3.3	1 2.8	1 2.1	2 2.3	0

Riester-Robb

City of Tempe Transit

July 1998

Table 38-1

Perceptions of Buses and Bus Riders - THE BUS STOPS ARE TOO FAR AWAY

People who do not ride the bus have perceptions of buses and bus riders that may or may not be true. I will read you some statements, and would like you to tell me, based on your experience riding the bus, whether you agree or disagree with the comments

THE BUS STOPS ARE TOO FAR AWAY

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Yes, agree	22 25.3	14 25.5	8 25.0	6 13.3	11 42.3	5 31.3	7 28.0	7 25.9	8 22.9	12 23.1	10 33.3	10 27.8	11 23.4	22 25.3	0
No, disagree	63 72.4	40 72.7	23 71.9	39 86.7 +++	14 53.8	10 62.5	18 72.0	19 70.4	26 74.3	40 76.9	19 63.3	26 72.2	35 74.5	63 72.4	0
DK/NA	2 2.3	1 1.8	1 3.1	0	1 3.8	1 6.3	0	1 3.7	1 2.9	0	1 3.3	0	1 2.1	2 2.3	0

Riester-Robb
City of Tempe Transit
July 1998
Table 39-1

Perceptions of Buses and Bus Riders - I DON'T FEEL COMFORTABLE WITH THE PEOPLE WHO RIDE THE BUS

People who do not ride the bus have perceptions of buses and bus riders that may or may not be true. I will read you some statements, and would like you to tell me, based on your experience riding the bus, whether you agree or disagree with the comments

I DON'T FEEL COMFORTABLE WITH THE PEOPLE WHO RIDE THE BUS

	Gender		Age			Education			Income		Marital Status		Bus Rider		
	Total	Men	Women	18-34	35-49	50+	HS or	Some	C11g+	<\$40K	\$40K+	Married	Single	Yes	No
							Less	College							
Total	87	55	32	45	26	16	25	27	35	52	30	36	47	87	0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Yes, agree	21	14	7	14	4	3	7	8	6	11	9	9	11	21	0
	24.1	25.5	21.9	31.1	15.4	18.8	28.0	29.6	17.1	21.2	30.0	25.0	23.4	24.1	
No, disagree	64	39	25	30	21	13	18	18	28	39	21	26	35	64	0
	73.6	70.9	78.1	66.7	80.8	81.3	72.0	66.7	80.0	75.0	70.0	72.2	74.5	73.6	
DK/NA	2	2	0	1	1	0	0	1	1	2	0	1	1	2	0
	2.3	3.6		2.2	3.8			3.7	2.9	3.8		2.8	2.1	2.3	

Riester-Robb

City of Tempe Transit

July 1998

Table 40-1

Perceptions of Buses and Bus Riders - RIDING THE BUS TAKES TOO LONG

People who do not ride the bus have perceptions of buses and bus riders that may or may not be true. I will read you some statements, and would like you to tell me, based on your experience riding the bus, whether you agree or disagree with the comments

RIDING THE BUS TAKES TOO LONG

	Gender		Age			Education			Income		Marital Status		Bus Rider		
	Total	Men	Women	18-34	35-49	50+	HS or	Some	Cllg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
							Less	Cllge							
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Yes, agree	45 51.7	25 45.5	20 62.5	23 51.1	15 57.7	7 43.8	11 44.0	11 40.7	23 65.7	29 55.8	16 53.3	20 55.6	23 48.9	45 51.7	0
No, disagree	42 48.3	30 54.5	12 37.5	22 48.9	11 42.3	9 56.3	14 56.0	16 59.3	12 34.3	23 44.2	14 46.7	16 44.4	24 51.1	42 48.3	0

Riester-Robb

City of Tempe Transit

July 1998

Table 41-1

Perceptions of Buses and Bus Riders - BUS SERVICE ISN'T FREQUENT ENOUGH

People who do not ride the bus have perceptions of buses and bus riders that may or may not be true. I will read you some statements, and would like you to tell me, based on your experience riding the bus, whether you agree or disagree with the comments

BUS SERVICE ISN'T FREQUENT ENOUGH

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Yes, agree	50 57.5	31 56.4	19 59.4	25 55.6	19 73.1	6 37.5	14 56.0	12 44.4	24 68.6	31 59.6	17 56.7	25 69.4	24 51.1	50 57.5	0
No, disagree	31 35.6	21 38.2	10 31.3	18 40.0	6 23.1	7 43.8	10 40.0	13 48.1	8 22.9	19 36.5	10 33.3	9 25.0	21 44.7	31 35.6	0
DK/NA	6 6.9	3 5.5	3 9.4	2 4.4	1 3.8	3 18.8	1 4.0	2 7.4	3 8.6	2 3.8	3 10.0	2 5.6	2 4.3	6 6.9	0

Riester-Robb
City of Tempe Transit
July 1998
Table 42-1
Perceptions of Buses and Bus Riders - BUSES ARE NOT SAFE

People who do not ride the bus have perceptions of buses and bus riders that may or may not be true. I will read you some statements, and would like you to tell me, based on your experience riding the bus, whether you agree or disagree with the comments

BUSES ARE NOT SAFE

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Yes, agree	10 11.5	5 9.1	5 15.6	6 13.3	1 3.8	3 18.8	3 12.0	5 18.5	2 5.7	5 9.6	4 13.3	5 13.9	4 8.5	10 11.5	0
No, disagree	76 87.4	49 89.1	27 84.4	39 86.7	24 92.3	13 81.3	22 88.0	21 77.8	33 94.3	46 88.5	26 86.7	31 86.1	42 89.4	76 87.4	0
DK/NA	1 1.1	1 1.8	0	0	1 3.8	0	0	1 3.7	0	1 1.9	0	0	1 2.1	1 1.1	0

Riester-Robb
City of Tempe Transit
July 1998
Table 43-1

Perceptions of Buses and Bus Riders - BUSES ARE DIRTY

People who do not ride the bus have perceptions of buses and bus riders that may or may not be true. I will read you some statements, and would like you to tell me, based on your experience riding the bus, whether you agree or disagree with the comments

BUSES ARE DIRTY

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+	Marrd	Snle	Yes	No
Total	87 100.0	55 100.0	32 100.0	45 100.0	26 100.0	16 100.0	25 100.0	27 100.0	35 100.0	52 100.0	30 100.0	36 100.0	47 100.0	87 100.0	0
Yes, agree	11 12.6	5 9.1	6 18.8	7 15.6	2 7.7	2 12.5	5 20.0	2 7.4	4 11.4	6 11.5	4 13.3	4 11.1	6 12.8	11 12.6	0
No, disagree	73 83.9	47 85.5	26 81.3	36 80.0	23 88.5	14 87.5	19 76.0	25 92.6	29 82.9	45 86.5	25 83.3	31 86.1	39 83.0	73 83.9	0
DK/NA	3 3.4	3 5.5	0	2 4.4	1 3.8	0	1 4.0	0	2 5.7	1 1.9	1 3.3	1 2.8	2 4.3	3 3.4	0

Riester-Robb
City of Tempe Transit
July 1998
Table 44-1
Advice to New Rider

If someone asked you whether or not they should start riding the bus, what advice would you give them?

	Gender		Age			Education			Income		Marital Status		Bus Rider		
	Total	Men	Women	18-34	35-49	50+	HS or	Some	C11g+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
							Less	Collge							
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Give it a try, see if you can go where you want to	21 5.2	14 7.0	7 3.5	8 6.1	10 7.8	3 2.1	10 14.1 +++	4 2.8	7 3.9	13 7.9	6 3.4	14 7.0	7 3.7	21 24.1 +++	0 ---
Make sure you know where the bus is going before you get on	15 3.7	9 4.5	6 3.0	9 6.8	2 1.6	4 2.8	2 2.8	6 4.1	7 3.9	6 3.6	9 5.1	8 4.0	7 3.7	14 16.1 +++	1 0.3 ---
Make sure you leave yourself enough time	15 3.7	10 5.0	5 2.5	9 6.8	4 3.1	2 1.4	2 2.8	9 6.2	4 2.2	5 3.0	10 5.6	5 2.5	10 5.3	15 17.2 +++	0 ---
It's inexpensive, cheaper than a cab	7 1.7	6 3.0	1 0.5	5 3.8	1 0.8	1 0.7	1 1.4	2 1.4	4 2.2	7 4.2	0 ---	1 0.5	5 2.7	7 8.0 +++	0 ---
Find another mode of transportation, last resort	5 1.2	1 0.5	4 2.0	3 2.3	0 ---	2 1.4	0 ---	4 2.8	1 0.6	3 1.8	1 0.6	1 0.5	3 1.6	5 5.7	0 ---
Bus provides good service	4 1.0	3 1.5	1 0.5	0 ---	4 3.1	0 ---	1 1.4	0 ---	3 1.7	2 1.2	2 1.1	2 1.0	2 1.1	4 4.6	0 ---
Plan ahead of time	4 1.0	2 1.0	2 1.0	2 1.5	1 0.8	1 0.7	2 2.8	1 0.7	1 0.6	2 1.2	2 1.1	1 0.5	2 1.1	4 4.6	0 ---
Check your routes and make a schedule of it	3 0.7	2 1.0	1 0.5	1 0.8	0 ---	2 1.4	0 ---	1 0.7	2 1.1	2 1.2	1 0.6	0 ---	3 1.6	3 3.4	0 ---
Depends on situation (general)	3 0.7	1 0.5	2 1.0	3 2.3	0 ---	0 ---	1 1.4	1 0.7	1 0.6	2 1.2	1 0.6	1 0.5	1 0.5	3 3.4	0 ---

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 44-1
Advice to New Rider

If someone asked you whether or not they should start riding the bus, what advice would you give them?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Ride the bus, it has cool A/C, better than walking in the heat	3 0.7	1 0.5	2 1.0	2 1.5	1 0.8	0	2 2.8	0	1 0.6	3 1.8	0	1 0.5	2 1.1	3 3.4	0
If you don't have to be anywhere at a specific time, take the bus	3 0.7	3 1.5	0	1 0.8	1 0.8	1 0.7	0	1 0.7	2 1.1	3 1.8	0	1 0.5	2 1.1	3 3.4	0
Good thing riding the bus, saves the environment	3 0.7	2 1.0	1 0.5	2 1.5	1 0.8	0	0	1 0.7	2 1.1	3 1.8	0	1 0.5	2 1.1	3 3.4	0
Takes too long/bus is always late	3 0.7	2 1.0	1 0.5	2 1.5	1 0.8	0	0	1 0.7	2 1.1	2 1.2	1 0.6	0	3 1.6	3 3.4	0
Riding the bus is fun	3 0.7	1 0.5	2 1.0	1 0.8	0	2 1.4	1 1.4	0	2 1.1	1 0.6	2 1.1	1 0.5	2 1.1	3 3.4	0
If you have your own car, use it, if not use the bus	2 0.5	0	2 1.0	1 0.8	1 0.8	0	0	0	2 1.1	2 1.2	0	1 0.5	1 0.5	2 2.3	0
Less stress than driving, sit back and relax	2 0.5	1 0.5	1 0.5	1 0.8	0	1 0.7	0	0	2 1.1	2 1.2	0	0	1 0.5	2 2.3	0
Don't do it	2 0.5	2 1.0	0	1 0.8	0	1 0.7	0	1 0.7	1 0.6	0	2 1.1	2 1.0	0	1 1.1	1 0.3
Don't arrive too early, you could be waiting a while	2 0.5	2 1.0	0	1 0.8	1 0.8	0	1 1.4	1 0.7	0	2 1.2	0	0	2 1.1	2 2.3	0
Safer than driving a car	2 0.5	2 1.0	0	0	1 0.8	1 0.7	1 1.4	1 0.7	0	2 1.2	0	2 1.0	0	2 2.3	0

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 44-1
Advice to New Rider

If someone asked you whether or not they should start riding the bus, what advice would you give them?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Have your money ready	1 0.2	0	1 0.5	0	1 0.8	0	0	1 0.7	0	1 0.6	0	1 0.5	0	1 1.1	0
Don't ride the bus alone too many weirdos	1 0.2	0	1 0.5	0	1 0.8	0	1 1.4	0	0	0	1 0.6	1 0.5	0	1 1.1	0
Riding the bus is not efficient/does not run late enough	1 0.2	1 0.5	0	0	1 0.8	0	1 1.4	0	0	1 0.6	0	0	1 0.5	1 1.1	0
Park & ride	1 0.2	0	1 0.5	0	1 0.8	0	0	0	1 0.6	0	1 0.6	1 0.5	0	1 1.1	0
Recommend the Express	1 0.2	0	1 0.5	0	0	1 0.7	0	0	1 0.6	0	1 0.6	0	1 0.5	1 1.1	0
Call the bus # for info, they are really helpful	1 0.2	1 0.5	0	1 0.8	0	0	0	1 0.7	0	0	0	0	1 0.5	1 1.1	0
Bring something to do on the bus	1 0.2	1 0.5	0	1 0.8	0	0	0	1 0.7	0	0	1 0.6	1 0.5	0	1 1.1	0
No answer	314 78.3	145 72.5	169 84.1	87 65.9	102 79.7	125 88.7	47 66.2	117 80.7	144 80.4	114 69.1	147 82.6	162 81.4	142 75.5	1 1.1	313 99.7
				---		+++	---			---				---	+++
DK/NA/Refused	4 1.0	3 1.5	1 0.5	3 2.3	1 0.8	0	2 2.8	0	2 1.1	1 0.6	2 1.1	2 1.0	2 1.1	4 4.6	0
						---	---								---

Riester-Robb
City of Tempe Transit
July 1998
Table 45-1
Comparison of Tempe

Based on what you have heard or what you have experienced, how would you compare the transit services in Tempe to transit services available in other cities around the country? Would you say Tempe's transit service today is better, worse, or about the same as service available in other cities around the country?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrd	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Better	49 12.2	26 13.0	23 11.4	14 10.6	19 14.8	16 11.3	12 16.9	22 15.2	15 8.4	23 13.9	16 9.0	15 7.5	33 17.6	15 17.2	34 10.8
Worse	162 40.4	77 38.5	85 42.3	46 34.8	56 43.8	60 42.6	15 21.1	52 35.9	91 50.8 +++	57 34.5	85 47.8	88 44.2	68 36.2	33 37.9	129 41.1
The same	93 23.2	54 27.0	39 19.4	43 32.6 +++	27 21.1	23 16.3	24 33.8	35 24.1	34 19.0	49 29.7	34 19.1	45 22.6	46 24.5	27 31.0	66 21.0
DK/NA	97 24.2	43 21.5	54 26.9	29 22.0	26 20.3	42 29.8	20 28.2	36 24.8	39 21.8	36 21.8	43 24.2	51 25.6	41 21.8	12 13.8 ---	85 27.1

Riester-Robb
City of Tempe Transit
July 1998
Table 46-1
Advertising New Service

If new transit services are going to be introduced, what would be the best way for the City of Tempe to tell you about them?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Television	129 32.2	66 33.0	63 31.3	58 43.9 +++	39 30.5	32 22.7	26 36.6	48 33.1	54 30.2	63 38.2	48 27.0	55 27.6	73 38.8	32 36.8	97 30.9
Newspaper	104 25.9	51 25.5	53 26.4	23 17.4 ---	27 21.1	54 38.3 +++	25 35.2	32 22.1	46 25.7	39 23.6	49 27.5	54 27.1	44 23.4	21 24.1	83 26.4
Direct Mail	96 23.9	50 25.0	46 22.9	28 21.2	34 26.6	34 24.1	14 19.7	38 26.2	43 24.0	36 21.8	47 26.4	47 23.6	48 25.5	21 24.1	75 23.9
Inserts in water bill	18 4.5	8 4.0	10 5.0	1 0.8 ---	10 7.8	7 5.0	0 ---	9 6.2	8 4.5	5 3.0	8 4.5	9 4.5	6 3.2	1 1.1 ---	17 5.4
Radio	16 4.0	7 3.5	9 4.5	3 2.3	8 6.3	5 3.5	1 1.4	6 4.1	9 5.0	4 2.4	10 5.6	11 5.5	5 2.7	4 4.6	12 3.8
Flyers/newsletters	6 1.5	4 2.0	2 1.0	4 3.0 ---	0	2 1.4	1 1.4	3 2.1	2 1.1	3 1.8	3 1.7	3 1.5	3 1.6	3 3.4	3 1.0
Utility bills (general)	5 1.2	2 1.0	3 1.5	1 0.8	3 2.3	1 0.7	1 1.4	2 1.4	2 1.1	3 1.8	2 1.1	3 1.5	1 0.5	1 1.1	4 1.3
Information in buses	4 1.0	2 1.0	2 1.0	2 1.5	1 0.8	1 0.7	1 1.4	1 0.7	2 1.1	3 1.8	0 ---	0 ---	2 1.1	2 2.3	2 0.6
Outside of buses	4 1.0	3 1.5	1 0.5	4 3.0 ---	0	0 ---	0 ---	2 1.4	2 1.1	1 0.6	2 1.1	2 1.0	2 1.1	2 2.3	2 0.6
Bus shelters	2 0.5	2 1.0	0	2 1.5	0	0	0	0	2 1.1	1 0.6	1 0.6	0	2 1.1	0	2 0.6

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 46-1
Advertising New Service

If new transit services are going to be introduced, what would be the best way for the City of Tempe to tell you about them?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+	Marrrd	Snгле	Yes	No
In bus books	2 0.5	1 0.5	1 0.5	0	1 0.8	1 0.7	0	1 0.7	1 0.6	0	1 0.6	2 1.0	0	0	2 0.6
Phone call	2 0.5	1 0.5	1 0.5	1 0.8	1 0.8	0	0	1 0.7	1 0.6	0	1 0.6	0	2 1.1	0	2 0.6
Internet	1 0.2	1 0.5	0	0	0	1 0.7	0	0	1 0.6	0	1 0.6	1 0.5	0	0	1 0.3
Cable TV	1 0.2	0	1 0.5	1 0.8	0	0	0	0	0	0	0	1 0.5	0	0	1 0.3
Ads on recycling bins	1 0.2	1 0.5	0	0	1 0.8	0	0	0	1 0.6	1 0.6	0	1 0.5	0	0	1 0.3
Electric bills	1 0.2	0	1 0.5	0	0	1 0.7	0	0	1 0.6	0	1 0.6	1 0.5	0	0	1 0.3
Info at school	1 0.2	1 0.5	0	1 0.8	0	0	0	0	1 0.6	1 0.6	0	0	1 0.5	1 1.1	0
Newspapers	1 0.2	1 0.5	0	0	1 0.8	0	0	0	1 0.6	0	1 0.6	1 0.5	0	1 1.1	0
DK/NA/Refused	5 1.2	1 0.5	4 2.0	2 1.5	2 1.6	1 0.7	0	2 1.4	3 1.7	1 0.6	4 2.2	5 2.5	0	0	5 1.6

Riester-Robb
City of Tempe Transit
July 1998
Table 47-1
Air Pollution

Air pollution is something that we have talked to a lot of people about and some are very concerned about it while others do not think it is a big deal. In your opinion, is air pollution a...

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Big problem	284 70.8	123 61.5	161 80.1	90 68.2	90 70.3	104 73.8	44 62.0	104 71.7	132 73.7	112 67.9	130 73.0	146 73.4	127 67.6	58 66.7	226 72.0
		---	+++												
Moderate problem	81 20.2	52 26.0	29 14.4	25 18.9	29 22.7	27 19.1	23 32.4	24 16.6	33 18.4	36 21.8	33 18.5	39 19.6	39 20.7	19 21.8	62 19.7
							+++								
Small problem	19 4.7	12 6.0	7 3.5	8 6.1	4 3.1	7 5.0	1 1.4	11 7.6	7 3.9	8 4.8	9 5.1	6 3.0	13 6.9	4 4.6	15 4.8
Not a problem at all	16 4.0	13 6.5	3 1.5	9 6.8	5 3.9	2 1.4	3 4.2	5 3.4	7 3.9	9 5.5	5 2.8	7 3.5	9 4.8	6 6.9	10 3.2
DK/NA	1 0.2	0	1 0.5	0	0	1 0.7	0	1 0.7	0	0	1 0.6	1 0.5	0	0	1 0.3

Riester-Robb
City of Tempe Transit
July 1998
Table 48-1
Vote in 1996

Many people vote in city elections, and many others do not. Did you vote in the 1996 election which included Tempe's transit sales tax proposition?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrrd	Snngle	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Yes	183 45.6	81 40.5	102 50.7	25 18.9	65 50.8	93 66.0	17 23.9	66 45.5	95 53.1	56 33.9	96 53.9	109 54.8	65 34.6	31 35.6	152 48.4
				---		+++	---			---		+++	---		
No	201 50.1	111 55.5	90 44.8	97 73.5	60 46.9	44 31.2	53 74.6	73 50.3	75 41.9	104 63.0	73 41.0	81 40.7	117 62.2	54 62.1	147 46.8
				+++		---	+++			+++	---	---	+++	+++	
DK/NA	17 4.2	8 4.0	9 4.5	10 7.6	3 2.3	4 2.8	1 1.4	6 4.1	9 5.0	5 3.0	9 5.1	9 4.5	6 3.2	2 2.3	15 4.8

Riester-Robb
City of Tempe Transit
July 1998
Table 49-1
Access to Bicycle

Do you have access to a bicycle that you can ride when you want to?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Yes	239 59.6	128 64.0	111 55.2	89 67.4	88 68.8	62 44.0	32 45.1	91 62.8	112 62.6	88 53.3	118 66.3	134 67.3	98 52.1	61 70.1	178 56.7
No	158 39.4	71 35.5	87 43.3	43 32.6	40 31.3	75 53.2	37 52.1	54 37.2	65 36.3	76 46.1	58 32.6	63 31.7	88 46.8	25 28.7	133 42.4
DK/NA	4 1.0	1 0.5	3 1.5	0 ---	0 ---	4 2.8	2 2.8	0 ---	2 1.1	1 0.6	2 1.1	2 1.0	2 1.1	1 1.1	3 1.0

Riester-Robb
City of Tempe Transit
July 1998
Table 50-1
Frequency Ride Bike

How many times in a month do you ride your bike?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Cllge	Cllg+	<\$40K	\$40K+	Marrrd	Sngle	Yes	No
Total	239 100.0	128 100.0	111 100.0	89 100.0	88 100.0	62 100.0	32 100.0	91 100.0	112 100.0	88 100.0	118 100.0	134 100.0	98 100.0	61 100.0	178 100.0
None/never ride it/ only ride it occasionally	83 34.7	36 28.1	47 42.3	23 25.8	35 39.8	25 40.3	11 34.4	35 38.5	36 32.1	23 26.1	43 36.4	53 39.6	25 25.5	13 21.3	70 39.3
Once or twice	38 15.9	18 14.1	20 18.0	14 15.7	16 18.2	8 12.9	4 12.5	20 22.0	12 10.7	12 13.6	21 17.8	20 14.9	17 17.3	9 14.8	29 16.3
Three to five times	34 14.2	19 14.8	15 13.5	15 16.9	11 12.5	8 12.9	5 15.6	11 12.1	17 15.2	14 15.9	15 12.7	21 15.7	12 12.2	12 19.7	22 12.4
Six to 10 times	18 7.5	13 10.2	5 4.5	7 7.9	6 6.8	5 8.1	2 6.3	7 7.7	9 8.0	5 5.7	12 10.2	10 7.5	8 8.2	4 6.6	14 7.9
More than 10 times	62 25.9	41 32.0	21 18.9	28 31.5	19 21.6	15 24.2	10 31.3	16 17.6	36 32.1	31 35.2	27 22.9	28 20.9	34 34.7	23 37.7	39 21.9
DK/NA	4 1.7	1 0.8	3 2.7	2 2.2	1 1.1	1 1.6	0 ---	2 2.2	2 1.8	3 3.4	0 ---	2 1.5	2 2.0	0 ---	4 2.2

Riester-Robb
City of Tempe Transit
July 1998
Table 51-1
Where go on Bicycle

Where do you go when you ride your bike?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collg	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	152 100.0	91 100.0	61 100.0	64 100.0	52 100.0	36 100.0	21 100.0	54 100.0	74 100.0	62 100.0	75 100.0	79 100.0	71 100.0	48 100.0	104 100.0
No where/just riding for exercise	85 55.9	51 56.0	34 55.7	27 42.2	34 65.4	24 66.7	9 42.9	30 55.6	43 58.1	25 40.3	49 65.3	51 64.6	32 45.1	21 43.8	64 61.5
Work/school	40 26.3	27 29.7	13 21.3	26 40.6 +++	9 17.3	5 13.9	6 28.6	12 22.2	22 29.7	30 48.4 +++	8 10.7 ---	15 19.0	25 35.2	18 37.5	22 21.2
Store	36 23.7	20 22.0	16 26.2	13 20.3	12 23.1	11 30.6	7 33.3	12 22.2	17 23.0	18 29.0	15 20.0	19 24.1	17 23.9	14 29.2	22 21.2
Friend's house	9 5.9	4 4.4	5 8.2	4 6.3	3 5.8	2 5.6	2 9.5	2 3.7	5 6.8	4 6.5	5 6.7	3 3.8	6 8.5	4 8.3	5 4.8
Parks	9 5.9	5 5.5	4 6.6	4 6.3	5 9.6	0 ---	2 9.5	3 5.6	4 5.4	1 1.6	8 10.7	4 5.1	5 7.0	2 4.2	7 6.7
Library	6 3.9	4 4.4	2 3.3	3 4.7	1 1.9	2 5.6	2 9.5	0 ---	4 5.4	2 3.2	4 5.3	1 1.3	5 7.0	4 8.3	2 1.9
Bike paths	5 3.3	2 2.2	3 4.9	2 3.1	3 5.8	0 ---	0 ---	2 3.7	3 4.1	1 1.6	4 5.3	1 1.3	4 5.6	0 ---	5 4.8
South Mountain	4 2.6	4 4.4	0 ---	2 3.1	2 3.8	0 ---	0 ---	3 5.6	1 1.4	3 4.8	1 1.3	2 2.5	2 2.8	2 4.2	2 1.9
Mountain biking (general)	4 2.6	3 3.3	1 1.6	3 4.7	0 ---	1 2.8	1 4.8	1 1.9	2 2.7	2 3.2	2 2.7	1 1.3	3 4.2	2 4.2	2 1.9
Gym	3 2.0	2 2.2	1 1.6	1 1.6	0 ---	2 5.6	1 4.8	0 ---	2 2.7	1 1.6	0 ---	0 ---	3 4.2	0 ---	3 2.9

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 51-1
Where go on Bicycle

Where do you go when you ride your bike?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Mill Ave.	2 1.3	2 2.2	0	2 3.1	0	0	0	0	2 2.7	0	2 2.7	2 2.5	0	1 2.1	1 1.0
Anywhere	2 1.3	1 1.1	1 1.6	2 3.1	0	0	0	1 1.9	1 1.4	2 3.2	0	0	2 2.8	0	2 1.9
Medical appointment	1 0.7	0	1 1.6	1 1.6	0	0	0	1 1.9	0	1 1.6	0	0	1 1.4	0	1 1.0
Families, relatives	1 0.7	1 1.1	0	0	0	1 2.8	0	0	1 1.4	1 1.6	0	0	1 1.4	1 2.1	0
Church	1 0.7	0	1 1.6	0	0	1 2.8	0	1 1.9	0	0	1 1.3	0	1 1.4	0	1 1.0
To the bus stop	1 0.7	1 1.1	0	1 1.6	0	0	0	0	1 1.4	1 1.6	0	0	1 1.4	1 2.1	0
Post Office	1 0.7	1 1.1	0	1 1.6	0	0	0	0	1 1.4	1 1.6	0	0	1 1.4	0	1 1.0
DK/NA/Refused	1 0.7	0	1 1.6	0	1 1.9	0	0	0	1 1.4	1 1.6	0	1 1.3	0	1 2.1	0

Riester-Robb
City of Tempe Transit
July 1998
Table 52-1
Age

What is your age?

	Gender		Age			Education			Income		Marital Status		Bus Rider		
	Total	Men	Women	18-34	35-49	50+	HS or	Some	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
							Less	College							
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
18-34	132 32.9	77 38.5	55 27.4	132 100.0	0	0	19 26.8	50 34.5	61 34.1	75 45.5	45 25.3	43 21.6	88 46.8	45 51.7	87 27.7
35-49	128 31.9	67 33.5	61 30.3	0	128 100.0	0	22 31.0	47 32.4	57 31.8	43 26.1	67 37.6	81 40.7	43 22.9	26 29.9	102 32.5
50+	141 35.2	56 28.0	85 42.3	0	0	141 100.0	30 42.3	48 33.1	61 34.1	47 28.5	66 37.1	75 37.7	57 30.3	16 18.4	125 39.8
Average	44.7	41.3	48.0	26.0	41.5	65.0	48.7	43.6	43.8	41.9	44.2	45.9	41.7	36.9	46.8
Median	42.0	39.0	46.0	26.5	41.0	63.0	43.0	42.0	40.0	36.0	44.5	45.0	37.0	32.0	45.0

Riester-Robb
City of Tempe Transit
July 1998
Table 53-1
Education

What is the highest grade of school or year of college that you have completed:

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrd	Snlge	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Some high school	18 4.5	10 5.0	8 4.0	8 6.1	2 1.6	8 5.7	18 25.4 +++	0 ---	0 ---	13 7.9	1 0.6	5 2.5	13 6.9	9 10.3	9 2.9
High school graduate	53 13.2	26 13.0	27 13.4	11 8.3	20 15.6	22 15.6	53 74.6 +++	0 ---	0 ---	33 20.0	14 7.9	22 11.1	28 14.9	16 18.4	37 11.8
Some college	145 36.2	59 29.5	86 42.8	50 37.9	47 36.7	48 34.0	0 ---	145 100.0 +++	0 ---	60 36.4	61 34.3	82 41.2	61 32.4	27 31.0	118 37.6
College graduate	108 26.9	59 29.5	49 24.4	41 31.1	33 25.8	34 24.1	0 ---	0 ---	108 60.3 +++	32 19.4	64 36.0	55 27.6	48 25.5	23 26.4	85 27.1
Post. graduate	71 17.7	43 21.5	28 13.9	20 15.2	24 18.8	27 19.1	0 ---	0 ---	71 39.7 +++	26 15.8	36 20.2	32 16.1	37 19.7	12 13.8	59 18.8
No answer	6 1.5	3 1.5	3 1.5	2 1.5	2 1.6	2 1.4	0 ---	0 ---	0 ---	1 0.6	2 1.1	3 1.5	1 0.5	0 ---	6 1.9

Riester-Robb
City of Tempe Transit
July 1998
Table 54-1
Income

Was your annual household income before taxes last year:

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Married	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Less than \$20,000	47 11.7	28 14.0	19 9.5	26 19.7 +++	9 7.0	12 8.5	17 23.9 +++	15 10.3	14 7.8	47 28.5 +++	0 ---	8 4.0 ---	37 19.7 +++	19 21.8 +++	28 8.9
\$20,000 to \$40,000	118 29.4	60 30.0	58 28.9	49 37.1	34 26.6	35 24.8	29 40.8	45 31.0	44 24.6	118 71.5 +++	0 ---	49 24.6	66 35.1	33 37.9	85 27.1
\$40,000 to \$60,000	77 19.2	41 20.5	36 17.9	26 19.7	22 17.2	29 20.6	9 12.7	33 22.8	35 19.6	0 ---	77 43.3 +++	44 22.1	32 17.0	12 13.8	65 20.7
\$60,000 to \$80,000	46 11.5	18 9.0	28 13.9	14 10.6	18 14.1	14 9.9	3 4.2 ---	19 13.1	24 13.4	0 ---	46 25.8 +++	31 15.6	15 8.0	8 9.2	38 12.1
\$80,000 to \$100,000	23 5.7	14 7.0	9 4.5	3 2.3 ---	11 8.6	9 6.4	0 ---	6 4.1	15 8.4	0 ---	23 12.9 +++	19 9.5	4 2.1 ---	5 5.7	18 5.7
More than \$100,000	32 8.0	17 8.5	15 7.5	2 1.5 ---	16 12.5	14 9.9	3 4.2	3 2.1 ---	26 14.5 +++	0 ---	32 18.0 +++	24 12.1	8 4.3	5 5.7	27 8.6
No answer	58 14.5	22 11.0	36 17.9	12 9.1	18 14.1	28 19.9	10 14.1	24 16.6	21 11.7	0 ---	0 ---	24 12.1	26 13.8	5 5.7 ---	53 16.9
Average(000's)	\$48.6	\$47.9	\$49.4	\$37.5	\$56.5	\$52.7	\$33.3	\$44.2	\$57.6	\$24.3	\$71.1	\$58.7	\$38.5	\$40.7	\$51.1
Median(000's)	\$41.6	\$40.5	\$42.9	\$33.2	\$50.4	\$46.2	\$28.8	\$40.3	\$51.4	\$25.7	\$65.0	\$53.2	\$32.7	\$32.7	\$45.1

Riester-Robb
City of Tempe Transit
July 1998
Table 55-1
Marital Status

Are you married or single?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrd	Snle	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Married	199 49.6	98 49.0	101 50.2	43 32.6	81 63.3	75 53.2	27 38.0	82 56.6	87 48.6	57 34.5	118 66.3	199 100.0	0 ---	36 41.4	163 51.9
				---	+++					---	+++	+++	---		
Single	188 46.9	97 48.5	91 45.3	88 66.7	43 33.6	57 40.4	41 57.7	61 42.1	85 47.5	103 62.4	59 33.1	0 ---	188 100.0	47 54.0	141 44.9
				+++	---					+++	---	---	+++		
No answer	14 3.5	5 2.5	9 4.5	1 0.8	4 3.1	9 6.4	3 4.2	2 1.4	7 3.9	5 3.0	1 0.6	0 ---	0 ---	4 4.6	10 3.2
				---							---	---	---		

Riester-Robb
City of Tempe Transit
July 1998
Table 56-1
Occupation

What is your occupation?

	Gender			Age			Education			Income		Marital Status		Bus Rider	
	Total	Men	Women	18-34	35-49	50+	HS or Less	Some Collge	Collg+	<\$40K	\$40K+	Marrd	Single	Yes	No
Total	401 100.0	200 100.0	201 100.0	132 100.0	128 100.0	141 100.0	71 100.0	145 100.0	179 100.0	165 100.0	178 100.0	199 100.0	188 100.0	87 100.0	314 100.0
Professional/ technical	104 25.9	55 27.5	49 24.4	37 28.0	40 31.3	27 19.1	5 7.0 ---	21 14.5 ---	76 42.5 +++	31 18.8	64 36.0 +++	59 29.6	43 22.9	21 24.1	83 26.4
Retired	60 15.0	27 13.5	33 16.4	0 ---	0 ---	60 42.6 +++	13 18.3	24 16.6	22 12.3	26 15.8	16 9.0	26 13.1	28 14.9	8 9.2	52 16.6
Manager/proprietor/ official	44 11.0	23 11.5	21 10.4	13 9.8	20 15.6	11 7.8	6 8.5	13 9.0	24 13.4	12 7.3	30 16.9	27 13.6	17 9.0	9 10.3	35 11.1
Craftsman/tradesman/ laborer	38 9.5	33 16.5 +++	5 2.5 ---	14 10.6	21 16.4	3 2.1 ---	11 15.5	18 12.4	8 4.5 ---	19 11.5	18 10.1	17 8.5	20 10.6	12 13.8	26 8.3
Student	32 8.0	20 10.0	12 6.0	26 19.7 +++	2 1.6 ---	4 2.8 ---	6 8.5	13 9.0	13 7.3	18 10.9	7 3.9 ---	5 2.5 ---	27 14.4 +++	13 14.9	19 6.1
Clerical	30 7.5	9 4.5	21 10.4	12 9.1	11 8.6	7 5.0	8 11.3	20 13.8 +++	2 1.1 ---	18 10.9	9 5.1	14 7.0	15 8.0	8 9.2	22 7.0
Housewife/ househusband	27 6.7	1 0.5 ---	26 12.9 +++	4 3.0	9 7.0	14 9.9	5 7.0	11 7.6	11 6.1	8 4.8	13 7.3	24 12.1 +++	3 1.6 ---	3 3.4	24 7.6
Service Worker	26 6.5	15 7.5	11 5.5	13 9.8	10 7.8	3 2.1 ---	7 9.9	11 7.6	8 4.5	15 9.1	8 4.5	15 7.5	11 5.9	7 8.0	19 6.1
Sales	19 4.7	11 5.5	8 4.0	9 6.8	6 4.7	4 2.8	2 2.8	8 5.5	9 5.0	8 4.8	8 4.5	6 3.0	12 6.4	3 3.4	16 5.1
Unemployed/disabled	13 3.2	7 3.5	6 3.0	6 4.5	4 3.1	3 2.1	3 4.2	5 3.4	5 2.8	7 4.2	5 2.8	5 2.5	8 4.3	3 3.4	10 3.2

Continued

Riester-Robb
City of Tempe Transit
July 1998
Table 56-1
Occupation

What is your occupation?

	Gender		Age			Education			Income		Marital Status		Bus Rider		
	Total	Men	Women	18-34	35-49	50+	HS or	Some	Cllg+	<\$40K	\$40K+	Marrd	Snple	Yes	No
							Less	Cllge							
DK/NA/Refused	13	3	10	2	5	6	5	3	3	6	1	2	8	3	10
	3.2	1.5	5.0	1.5	3.9	4.3	7.0	2.1	1.7	3.6	0.6	1.0	4.3	3.4	3.2